

NEWS



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MAYOR'S OFFICE OF COMMUNICATIONS

Michael A. Nutter, Mayor
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FOR IMMEDIATE RELEASE

MAYOR NUTTER KICKS OFF CITYWIDE, SINGLE STREAM RECYCLING IN PHILADELPHIA

Philadelphia, July 07 – Mayor Michael A. Nutter announced today that Philadelphia is now the largest city on the East Coast of the United States to move to citywide, single stream recycling. He also kicked off the new “All Together Now” single stream recycling program with a “BINdependence Day” celebration in City Hall. All Philadelphia residents are now “free” to put all recyclables into one bin - any bin.

“Single stream recycling has proven so effective in increasing the amount of recyclables collected, and we will build upon that success as we expand citywide,” said Mayor Nutter. “Philadelphia’s growing number of recyclers now have the freedom to use any hard-sided bin for all their recyclables, as long as it has the word RECYCLING on it. The time has come for all Philadelphians to declare their BINdependence.”

Mayor Nutter issued a BINdependence Day Proclamation at City Hall to approximately 500 city youth, junior block captains, community members and dignitaries. Participants received wrist bands and T-shirts promoting the “All Together Now” message. The BINdependence Day entertainment included performances by a percussion team performing on blue recycling bins, face painting, mascot appearances by Curby Bucket, the Phillie Phanatic and Swoop, and recycling demonstrations and games. The City also unveiled a new advertising campaign for “All Together Now” including television public service announcements and bus wraps.

City landmark buildings such as Boathouse Row, the Ben Franklin Bridge, and the Cira Centre were illuminated in blue to re-enforce the recycling message. The PECO Crown Lights scrolled the “All Together Now” message.

Keep Philadelphia Beautiful (KPB) and Community Marketing Concepts (CMC) will be conducting daily educational rally events throughout the week to spread awareness of the city’s new streamlined recycling program. These BINdependence events will feature arts and crafts, recycling information, games and bin and sticker distribution. Included in these events is a Philadelphia recycling night at the Phillies on July 8th with Curby and the Phanatic.

With the program in place city-wide, Philadelphia is now the largest city on the East Coast to have single stream recycling. Since the project began in 2006, recycling is up 35% in sections of the city with single

stream. A total of 540,000 Philadelphia households are now able to place steel and aluminum cans, glass jars and bottles, newspapers, paper items such as food boxes, catalogs, magazines, and junk mail, cardboard and #1 and #2 plastics in the same container. Residents should check the bottom of plastic containers for the number to see if the item is acceptable. Residents may continue to use their blue recycling bins for curbside collection. Should one bin not be enough to hold all recyclables, residents may add another container and place a sticker on it or mark it “recycling.”

For more information regarding recycling, please contact the City of Philadelphia Streets Department’s recycling hotline at 215-685-7329 or visit recyclingPAYS.phila.gov.

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