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PHILADELPHIA RECYCLING OFFICE WINS WASTE AGE MAGAZINE DESIGN CONTEST

Recycling Collection Truck Awarded Top Prize in "Best Overall" Category

PHILADELPHIA, PA – The Philadelphia Recycling Office is proud to announce it has been awarded top prize in Waste Age Magazine’s Annual Design Contest, announced Streets Commissioner Clarena Tolson. The Philadelphia Recycling Office’s colorful mural design painted on a recycling collection truck was selected over several other agencies in the “Best Overall” category.

The mural, designed and created by Muralist Cathleen Hughes of the Philadelphia Mural Arts Program, was first introduced in July 2006 to mark the launching of Philadelphia’s new and innovative Single Stream Recycling collection. The truck’s orange hue makes it unique, as all of the other city trucks are either silver or white.

Each year, Waste Age Magazine honors agencies that make hauling easy on the eyes. “We believe an attractive truck is good for recycling in Philadelphia,” said Streets Commissioner Clarena Tolson. “By utilizing this uniquely designed truck we can increase public awareness of the city’s recycling efforts.”

The concept of the mural evolved out of discussions between the Streets Department’s Sanitation Division and the Mural Arts Program. “The design combines an environmental and outdoor feel with recycling as a centerpiece,” said Acting Recycling Coordinator Scott McGrath. “The idea was to catch people’s eye and get them excited about recycling.”

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Winning Recycling Truck/2

This is the first time the Streets Department and Mural Arts Program have worked together, and the first time the Mural Arts Program has designed and painted a project with a recycling theme. “This is a prime example of city departments working together to improve the quality of life in Philadelphia neighborhoods,” said Cathy C. Harris, Director of Community Murals, Mural Arts Program. “The Mural Arts Program looks forward to partnering with the Streets Department again to provide artwork that contributes to the beautification and revitalization of the City.”

Since July 2006, the Philadelphia Streets Department has implemented single-stream recycling in various parts of the city, including in Northeast, West and Southwest Philadelphia. It was most recently implemented in December 2007. Approximately 88,000 households in South Philadelphia and Center City now receive this simple and innovative collection. “Since its implementation the collected tonnage in these areas has increased from 25% to 45%,” said Deputy Commissioner Carlton Williams. “Today more than 300,000 Philadelphia households have single stream recycling. The next step is to expand the program citywide.”

Residents are urged to contact the Philadelphia Recycling Office at 215-685-7329 or visit www.recyclingPAYS.phila.gov if they want to know more about recycling.

Waste Age Magazine’s article, titled “*Beautiful Beasts*”, appears in its January 2008 issue.

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