



**FOR IMMEDIATE RELEASE: AUGUST 5, 2008**

**CITY OF PHILADELPHIA THANKS NORTHWEST RESIDENTS FOR RECYCLING**  
*Streets Department and Recyclebank Collaborate to Evaluate Incentive Based Recycling*

**PHILADELPHIA, PA** – On July 7<sup>th</sup>, the Philadelphia Streets Department announced the completion of its innovative initiative, Single Stream Recycling, going citywide. The program, entitled: "All Together Now", has increased recycling tonnage by more than 30% since the process was introduced in 2006. The Streets Department will be concluding its successful pilot program in the West Oak Lane and Chestnut Hill communities that tested both single stream recycling and incentive based recycling using the RecycleBank program.

Although the pilot will end, the Streets Department will continue working with RecycleBank to evaluate incentive based recycling in the City of Philadelphia. "It has been an honor to service the residents of Chestnut Hill and West Oak Lane and we would like to thank the Streets Department for their partnership and helping us launch the first RecycleBank pilot program in 2005. We look forward to working with the Streets Department to evaluate deploying RecycleBank city wide," says Ron Gonen, CEO and co-founder of RecycleBank. Today, RecycleBank is providing service in over 10 states and has over 1 million homes under contract.

"The Streets Department has enjoyed its partnership with Recyclebank", says Clarena Tolson, Commissioner of Philadelphia's Streets Department. "The pilot program did more than test an exciting, innovative incentive program - it brought much needed enthusiasm and attention to the importance of recycling in the City."

The final week of the pilot program will be Monday, August 25, 2008. Chestnut Hill and West Oak Lane residents who currently receive service from RecycleBank can continue to access their account and redeem their rewards for the next six months.

The Streets Department and RecycleBank would like to thank the residents in the pilot for participating in the program, and look forward to continuing to work with all Philadelphia residents in their great efforts in recycling and maintaining a cleaner, greener sustainable city. For more information, residents may contact the Streets Department's Customer Affairs Unit at 215-686-5560 and RecycleBank's Customer Care at 1-888-727-2978.

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