

MEDIA ALERT MEDIA ALERT MEDIA ALERT

**CT DEEP, Public Officials to Launch New Campaign  
to Recycle More Plastics**

- WHO** CT DEEP Commissioner Robert Klee  
CT State Senator Ted Kennedy  
CT State Representative Mike Demicco  
US EPA representative  
CT Food Association President Wayne Pesce  
Representatives from CT Recycling Coalition, Price Chopper, Trex, plastics makers
- WHAT** > Launch of new statewide campaign to recycle more plastic bags and wraps  
> Announcement of opinion survey results on CT residents' awareness of plastic bag and wrap recycling  
> Recycling magic trick by Waterbury, CT, Recycling Coordinator CJ May
- WHERE** Price Chopper, 855 Washington Street, Middletown, CT
- WHEN** Tuesday, February 21, 10:30 am
- DETAILS** Robert Klee, Commissioner of Connecticut's Department of Energy & Environmental Protection will join public officials and a broad coalition of recycling advocates to launch a new public awareness campaign designed to dramatically increase recycling of plastic bags and wraps through conveniently located recycling bins at grocery and retail stores.
- Results of a new opinion survey on awareness of plastic bag and wrap recycling in the state will be announced.
- Plastic "film" packaging that can be recycled includes bags for groceries, dry-cleaning, newspapers, bread, and produce, plus plastic wraps for water bottle cases, diapers, paper towels, and other consumer goods, as well as bubble wrap and shipping pillows.
- The CT awareness campaign is expected to increase supply of recycled plastics, attract new investment and jobs in plastics recovery and manufacturing, and serve as a model for other states.
- Event participants will visually explain what can be recycled and where to recycle, as well as show some products made from recycled plastics. A recycling magic trick will visually represent the "magic" of plastic bag and wrap recycling.
- Participants will be available for interview.

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