



## Increase foot traffic to your location this holiday season

Press Release

For Immediate Release

###

Increase foot traffic to your location this holiday season  
Sign up for the free Recycle Your Holidays™ program!

Minneapolis/St. Paul, MN- November 3, 2010

The Recycling Association of Minnesota (RAM) is putting a *call out* to all businesses and organizations within the state of Minnesota to participate in the free recycling program for holiday light strings during the holiday season. The second annual *Recycle Your Holidays*™, is a first-of-its-kind statewide holiday light recycling program starting just in time for America Recycles Day, November 15. Best of all, the statewide recycling program is available to any business or organization free of charge.

This unique program provides recycling of holiday lights, recycling bins with signs and pick up service to any organization, government office, business or school. All are welcome to participate as a drop-off location. Information about how to participate is on the RAM website at [www.recycleminnesota.org](http://www.recycleminnesota.org).

Businesses and organizations interested in increasing foot traffic to their location as well as promotion on the RAM website are encouraged to sign up as a drop-off location. This statewide program will have public service announcements and advertisements about the program running throughout the months of November and December. RAM encourages all businesses or organizations in Minnesota to sign up early while there are still collection bins available.

"Recycle Your Holidays™ recycles every part of the light strings. Even the little lights are recycled by another project partner Green Lights Recycling," stated Ellen Telander, Executive Director of RAM.

"Our goal last year was to recycle 50,000 pounds of lights which we more than doubled! This year our goal is to recycle over 200,000 pounds and to encourage Minnesotans to use LED light strands instead, which are safer and more energy efficient."

###

**About RAM:** The Recycling Association of Minnesota RAM is a 501(c)3 nonprofit organization with more than 200 members from the public, private, and nonprofit sectors. RAM is the Minnesota affiliate of the National Recycling Coalition. RAM is committed to promoting resource conservation through waste prevention, reuse, recycling, composting and purchasing practices using the most cost effective and environmentally sound methods available in Minnesota. RAM is an equal opportunity employer and provider.

Maggie Mattacola  
RAM  
Director of Marketing & Communications

Ellen Telander  
RAM  
Executive Director

[Maggie@recycleminnesota.org](mailto:Maggie@recycleminnesota.org)

[ellen@recycleminnesota.org](mailto:ellen@recycleminnesota.org)

[Forward email](#)



Try it FREE today.

This email was sent to rhaug@ci.elk-river.mn.us by [ram@recycleminnesota.org](mailto:ram@recycleminnesota.org) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

RAM | PO Box 14497 | St Paul | MN | 55114-0497