



Recycling comes to one of the largest events in Minnesota

Press Release

For Immediate Release

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St. Paul, MN-Photography, sculpture, paintings-plastic bottles and cans? the Uptown Art Fair is greening up their efforts this year by recycling in a creative way. Working in partnership with **PepsiCo's Dream Machine recycling initiative**, The Recycling Association of Minnesota (RAM) and the Adult Training and Habilitation Center (ATHC), which employs local adults with disabilities, the Uptown Art Fair is going to be recycling beverage containers at the event.

The fair, August 6-8, is one of many recycling projects ATHC has undertaken where they will be collecting and sorting the recyclables. This program provides meaningful jobs for adults with disabilities and reduces the fair's environmental impact simultaneously. The recycling program is made possible at this year's fair due to support from **PepsiCo's Dream Machine recycling initiative** that provided the recycling bins. The event draws an expected 375,000 people every year to the Uptown area.

"We are very excited about offering bottle and can recycling at the 2010 Uptown Art Fair to our attendees. As an event and a community, recycling is a very important part of our environment and a welcomed addition," Maude Lovelle, CEO, Uptown art Fair.

This is just one of many events ATHC and RAM have partnered on to increase recycling at events and away from home locations. The Message in a Bottle(TM), a RAM program, was started in 2007 to increase recycling at businesses and other public locations and has been so successful it has expanded to include many communities statewide and many other events.

"We've noticed an increase in recycling at events around the state of Minnesota, and

we're very excited to see that trend continue and grow. Our goal is to recycled 80% of the beverage containers sold at the event," stated Ellen Telander, Executive Director of RAM.

About RAM: The Recycling Association of Minnesota 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 a 501(c)3 non-profit organization.

About ATHC: The purpose of the Adult Training and Habilitation Center is to advance, promote and administer benevolent aims relative to the training and habilitation of adult persons with developmental disabilities or related conditions, and to do so for the purpose of supervising and assisting said adult persons in their training for supported employment and work-related activities in an effort to help them become productive, self-reliant and more independent by their interaction with non-disabled persons within the community and in the work-place and by enhancing their self confidence by teaching new skills at a pace in keeping with their level of ability.

About PepsiCo Inc.'s Dream Machine: The Dream Machine recycling initiative, introduced on Earth Day 2010, will make thousands of new recycling kiosks available in popular public venues such as gas stations, stadiums, and public parks to make on-the-go recycling more accessible and convenient. Through a multi-year partnership with Waste Management, the program enables the local capture and recycling of PET and aluminum, using both technology enabled and non-technology enabled recycling kiosks. People who recycle their beverage containers in kiosks can redeem points they collect and receive awards when by visiting www.greenopolis.com. Additionally, with every bottle or can recycled in a Dream Machine, PepsiCo will provide funding to the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), a national program offering free, experiential training in entrepreneurship and small business management to post-9/11 veterans with disabilities.

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