

PROTECTING OUR ENVIRONMENT

Four Ways To Make America Cleaner And Greener

(NAPSA)—If you're like most Americans, chances are, you generate between four and five pounds of waste per day. What's more, this country is behind the curve when it comes to recycling—but that can be remedied.

There are many factors that contribute to a lax attitude toward recycling and they can be challenging to overcome. Sometimes it's not clear what can and cannot be placed in a curbside recycling bin. Other times, it can be difficult to find where to recycle items not accepted by a recycling program.

That's why many consider education the most important step toward increasing recycling rates. Teaching children in school about the importance of recycling can help them grow into informed, sustainably minded stewards of the environment. If schools across the country adopt this trend, children will be better equipped with the knowledge required to limit their environmental impacts at home and in their communities.

Many adults also need a recycling intervention, considering only 34.5 percent of the waste generated in the United States is recycled. The good news is that there are a variety of ways to help increase recycling rates, even for typically nonrecyclable waste. Here are four things you can do:

- **Call a recycler:** For many, simply knowing what items are and are not accepted can be a difficult barrier to overcome. One of the easiest ways around this roadblock is to contact the recycling center and ask for a list of all accepted materials.

- **Recycle at a nearby store:** Many home improvement retailers have started recycling fluorescent lightbulbs and many electronics retailers will accept your



Knowledgeable recyclers can make America a more sustainable country.

e-waste for recycling or resale. Paint retailers may even recycle old latex paint cans and the grocery store may have a container for old plastic bags.

- **Use a recycling database:** There are a variety of smartphone apps and online tools that let you search for businesses, facilities and storefronts that accept traditionally difficult-to-recycle materials. Users simply put in a zip code and the material to be recycled to find the nearest location.

- **Find public drop-off locations:** There are even recycling options for traditionally nonrecyclable packaging waste. For example, by partnering with recycling company TerraCycle, cereal producer MOM Brands recently became the first company to open nationwide public drop-off locations for cereal bag waste. Any individual, business or school that collects for the MOM Brands Cereal Bag Brigade can become a public drop-off location. Go to www.terracycle.com to find drop-off locations.

Recycling options for previously hard-to-recycle waste are becoming commonplace across the country, and they can be great ways to keep the neighborhood clean and increase recycling rates.