

NEWSWORTHY TRENDS

Newsworthy Trends

Seven Years—Seven Million Pounds Of Aluminum Cans Recycled For Animals *Recycling program helps animal shelters and the environment*

(NAPSA)—For seven years straight, Paws to Recycle, the nation's first aluminum can recycling program to benefit animal shelters nationwide, has raised over \$2 million for shelters while helping the environment.

Here's how it works. Alcoa Inc., American Humane Association (AHA) and Friskies PetCare, supply animal shelters with tools and resources needed to conduct can drives from September through November. This effort is designed to raise money for shelter operating costs such as food supply or spay and neuter programs.

Paws to Recycle Grand Prizes of \$3,000 are awarded to shelters for the most pounds of aluminum cans recycled, most community involvement and best publicity campaign.

Also, \$500 prizes are awarded for five "Wild Card" winners. All participating shelters receive coupons for cat and dog food products manufactured by Friskies PetCare.

"We are proud to be part of Paws to Recycle and see the wonderful benefits the program brings to shelters across the country," says Courtney Green, marketing associate for AHA. "The shelters look forward to Paws to Recycle every year."

Craig Covert, manager of marketing communications for Alcoa's Rigid Packaging division, says that in 2000, over 100 shelters participated in Paws to Recycle. In the seven years the program has been in operation, shelters have recycled over seven million pounds of aluminum cans, keeping 231 million cans out of landfills.

"Aluminum cans are the most valuable and recyclable package," says Craig Covert. "For each pound recycled, the aluminum industry



A nationwide recycling program benefits both the environment and animal shelters.

saves considerable energy resources and helps keep unnecessary waste out of landfills. Every year, we are happy to support Paws to Recycle to help the environment and the shelters survive."

For animal shelters or individuals interested in aluminum can recycling, Alcoa offers five important recycling tips:

1. Get in touch with your local recycling center where you can sell large numbers of aluminum cans for cash.
2. Rinse cans and containers before recycling.
3. Aluminum pet food cans and beverage cans may go in the same recycling bin.
4. Do not recycle any aerosol cans.
5. Reach out to others. You'd be amazed how much aluminum and how much money you can collect by involving the whole community. Assign drop-off locations and put up signs or posters.

To learn more about how you can aid both the environment and animal shelters, call 1-800-646-7297 (PAWS).