



624 Selby Avenue | Saint Paul | Minnesota 55104

651.222.7678 | 651.221.9831 fax

[www.eurekarecycling.org](http://www.eurekarecycling.org)

Reduce waste today through innovative resource management.  
Reach a waste-free tomorrow by demonstrating that waste is preventable not inevitable.

**FOR IMMEDIATE RELEASE**

**Contact:**

Dianna Kennedy  
Communications Manager  
(651) 222-7678

**GREEN TRUCKS HIT SAINT PAUL STREETS,  
BRINGING BETTER SERVICE, CLEANER AIR  
Eureka Recycling launches a new fleet of recycling trucks**

Saint Paul, MN—March 24, 2003—A fleet of 14 new recycling trucks will begin picking up residential recycling in Saint Paul on Earth Day, April 22. The trucks are owned and operated by Eureka Recycling, Saint Paul's nonprofit recycling partner, and will replace the trucks used by Eureka Recycling's former contracted hauler, Waste Management, Inc. The trucks are the first part of Eureka Recycling's venture into the sphere of operations and are part of an ambitious plan to ensure a high level of service in Saint Paul's recycling program for years to come. "We've partnered with Eureka Recycling for 15 years and we've signed a contract for ten more—a contract that holds the price the same and offers excellent environmental service," noted Saint Paul Mayor Randy Kelly. "How better could Saint Paul celebrate Earth Day than with the launch of these new recycling trucks that run on biodiesel?"

**Green in More Ways Than One**

The new trucks are green in more than one sense of the word. Their green color conceals an engine fueled with biodiesel, a "green" clean-burning vegetable oil-based fuel derived from soybeans. "These new vehicles are state-of-the-art, specifically suited for Saint Paul's program and environmentally beneficial because they use earth-friendly biodiesel," explained Rick Person, director of solid waste and recycling for the city of Saint Paul. Biodiesel produces fewer harmful emissions than petroleum fuels while still delivering reliable performance and supporting Minnesota's agricultural economy. The 20 percent biodiesel blend used in Eureka Recycling's trucks cuts emissions that cause smog and pollution.

**Why New Trucks?**

For 12 years, Eureka Recycling (formerly the recycling department of the Saint Paul Neighborhood Energy Consortium), contracted with a local independent recycler known as SuperCycle, Inc. to collect recycling in Saint Paul. In 1999, SuperCycle was bought by Waste Management, a publicly held waste company, giving rise

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to concerns about a lack of competition and the potential for poor service and rising prices. To maintain Saint Paul's award-winning recycling program, Eureka Recycling implemented a long-term plan to internalize the costs of collection and processing. "The residents of Saint Paul might not notice the change right away, but Eureka Recycling's involvement in collection has far-reaching implications for the long-term sustainability of Saint Paul's recycling program," according to Tom Eggum, Eureka Recycling board chair and former director of public works for Saint Paul, "As a mission-driven nonprofit organization, Eureka Recycling is providing a national model for recycling programs by delivering excellent service at an affordable cost."

The next step in the long-term plan for Saint Paul's recycling program is already underway, as Eureka Recycling is leading in the development of a facility that can process recycling materials from Saint Paul and other metro area cities. "Recycling isn't about driving stuff around in a truck and making it go away," said Susan Hubbard, co-president and CEO of Eureka Recycling. "Recycling is about energy and resource conservation—it is about the environment." By operating its own fleet of trucks and being directly involved in processing materials, Eureka Recycling will be able to more easily add services and make sure that materials are recycled in a way that optimally balances cost, convenience and environmental benefit.

### **Efficient, Clean, Attractive**

"Saint Paul residents are avid recyclers," explained Eureka Recycling co-president and COO Tim Brownell. "With our team of drivers and more efficient trucks we are now able to increase the environmental benefits of recycling while improving service at the curb." The new trucks are designed to be easier to operate than the old trucks. Drivers will be able to dump recycling into a waist-high trough instead of having to toss materials up into baskets, reducing the risk of back and shoulder injuries. When full, the trough lifts up and dumps into the inner compartments of the vehicle, which are enclosed to keep recycling materials cleaner and prevent litter from flying out into the streets.

Beginning April 22, Eureka Recycling will be picking up materials in most Saint Paul neighborhoods. E-Z Recycling, an independent recycler and longtime partner in collection, will continue contracting with Eureka Recycling to pick up recycling in the West Side and Frogtown neighborhoods. Most residents won't even notice the change, since materials will continue to be collected on the same day as usual in most neighborhoods. Truck routes might change, however, making it even more important to have materials at the curb by the time the trucks hit the streets at 7 a.m.

Eureka Recycling is a nonprofit organization, created by the Saint Paul Neighborhood Energy Consortium, that specializes in recycling and waste reduction and manages Saint Paul's recycling program. Its mission is to reduce waste today through innovative resource management and to reach a waste-free tomorrow by demonstrating that waste is preventable not inevitable.

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## **Eureka Recycling invites you to help name the new fleet of trucks!**

It only takes a few minutes to fill out a nomination form to suggest a name for a truck and few things about the truck's "personality," including its favorite weather and favorite material to pick up. So gather your family, your book club, or your coworkers—or fill out a form yourself—and send it in for consideration. Once the best of the nominations are selected, you'll have a chance to vote on the final fourteen names this summer when Eureka Recycling's trucks visits community festivals across the city. We'll use these truck "personalities" to educate kids—young and old—about recycling. So take a minute and have a little fun!

For a "You Can Name the Trucks" nomination form, call Eureka Recycling at (651) 222-SORT (7678) or e-mail [info@eurekarecycling.org](mailto:info@eurekarecycling.org).