



BRISTOL TOWNSHIP

Office of the Township Manager

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FOR IMMEDIATE RELEASE

BRISTOL TOWNSHIP LAUNCHES ‘IT ALL FITS’ CAMPAIGN TO INCREASE RECYCLING RATES AND ELIMINATE CONTAMINATION

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Bristol Township will encourage residents to recycle and eliminate contamination in recycling and yard waste with a new public information campaign called ‘It all fits.’ The campaign includes a postcard with an attached magnet that residents can keep on their refrigerator as a reminder to recycle. The campaign has been funded by several sources: A Pennsylvania Department of Environmental Protection (PA DEP) Recycling Development and Implementation Grant has funded the cost of printing; and a PA DEP/ Recycling Technical Assistance Project performed by MSW Consultants, has funded the campaign design.

The campaign postcard and magnet provide quick instructions for what to put in the recycling, yard waste and trash containers that make up the Township’s trash and recycling program. The Township wants residents to understand that many items they use daily can be put into the recycling cart, and that an unlimited amount of recycling will be collected weekly, said Scott Swichar, Bristol Township’s Deputy Township Manager. Trash is limited to what fits in the trash cart, with the lid closed. When residents separate recyclables and yard waste properly, they should not have more trash than what fits in their trash cart, he said.

At www.bristoltownship.org, a complete resident’s guide to the Township’s recycling, yard waste and trash collection program is available, and frequent Facebook posts will remind residents to recycle items they may not think of, like shampoo bottles. Posts will also explain what to do with specific items like plastic bags, which can wrap around recycling center machinery and completely shut down operations.

Swichar said he’s pleased that so many pieces came together to create and implement the ‘It all fits’ campaign that will educate residents through direct mail, the Township website and social media on an on-going basis. He adds, “Bristol Township residents have already made tremendous strides in

recycling since the township implemented a new automated trash and recycling program in 2014.” Since then, residential recycling rates have increased 71.98%. Weeding out contaminants and recycling overlooked items is a natural progression of their commitment.” According to Craig Bowen, Bristol Township’s Council President, “This campaign is a great addition to the Get Caught Recycling campaign that awards two Bristol Township residents with a \$50 Visa card for recycling every month.”

Bristol Township residents will receive the ‘It all fits’ postcard/magnet in the coming weeks. For more information regarding recycling and waste disposal contact Bristol Township at 267-812-2950.

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