



KEEP TRUCKEE MEADOWS
BEAUTIFUL

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Phone Book Recycling Generates Trees for Parks

RENO, NV— The 2009 AT&T Real Yellow Pages Project ReDirectory, phone book recycling program has been completed. Phone books were collected at area Scolari's, Sak 'N Save, AT&T offices and select municipal locations. For every ton of phone books recycled at the municipal locations AT&T Real Yellow Pages with the assistance of the National Arbor Day Foundation will donate 17 trees to area parks departments. This year a total of 283 trees will be donated through this program. "At a time when city budgets are cutting out beautification projects, such as urban tree planting projects, it is great to know that we have community supported programs such as the AT&T Real Yellow Pages phone books for trees campaign, said Lynda Nelson, Washoe County Regional Parks and Open Space Planning Manager. Jim Troup, AT&T Real Yellow Pages Environmental Issues Representative adds "The planting of these trees is also an effective means to fight global warming." Trees that are donated through this program will be planted as part of Make a Difference Day and the kick-off to Nevada Shade Tree week on Saturday, October 23.

Phone books can be recycled year round by placing them on top of curbside recycling or by taking them to the Recycle America recycling center at 1100 E. Commercial Row. For every ton of Reno, Sparks and Washoe County phone books recycled, 6,953 gallons of water, 463 gallons of oil and enough landfill space to occupy a Volkswagen Beetle are saved.

This is the nineteenth annual phone book recycling effort coordinated by Keep Truckee Meadows Beautiful, Scolari's Food & Drug Company, AT&T Real Yellow Pages, Washoe County Regional Parks and Open Space, City of Sparks Parks and Recreation, City of Reno Parks, Recreation and Community Services and Waste Management Recycle America.

If you would like to find out what phone books are being delivered to your household or want to stop receiving your directory visit the Yellow Pages Association at <http://www.ypassociation.org> and click on Consumer Choice.

Keep Truckee Meadows Beautiful (KTMB) is a private 501(C)3 nonprofit celebrating 20 years of creating a cleaner, more beautiful region through education and active community involvement. For more information, call (775) 851-5185 or visit www.ktmb.org. KTMB is supported by individual and community contributions