



[recyclemoreminnesota.org](http://recyclemoreminnesota.org)

*For more information, contact:*  
Recycle More Minnesota  
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## About Recycle More Minnesota

The Recycle More Minnesota campaign is a joint effort between the Recycling Association of Minnesota (RAM) and the Minnesota Pollution Control Agency (MPCA), designed to increase recycling in Minnesota through increased awareness about the benefits of recycling and the opportunities available. We are working with our partners to promote recycling at home, at work, at school and on the go. There are opportunities for everyone, every day; to make a big difference by doing just a little bit more!

In Minnesota, the total tonnage of recycled material has increased as population has increased; however, the overall increase in waste generation continues to grow and outpace recycling. According to state officials, the recycling rate in the state of Minnesota, while one of the best in the country at 41%, has remained largely unchanged for the last ten years. Because recycling reduces pollution, saves energy, reduces solid waste and improves both Minnesota's environment and economy, we need to find new ways to recycle more in Minnesota.

Thinking differently...The MPCA has found that annually there are over 1.3 million tons of recyclable materials currently not being recycled (paper, plastic, glass, metals, etc). This material is worth more than \$300 million. Recycle More Minnesota's educational efforts will make Minnesotans think differently about recyclables. Not only is recycling good for the environment; it is good for Minnesota's economy.

Recycle More Minnesota, established in 2008, is an ongoing campaign with several phases: residential, commercial, schools and public entities, and away-from-home recycling. These phases have been instituted across the state with the goal of increasing Minnesota's recycling rate to 50% by 2011.

The MPCA's mission is to work with Minnesotans to protect, conserve and improve our environment and enhance our quality of life.

RAM is a 501(c)(3) non-profit organization committed to promoting resource conservation through waste prevention, reuse, recycling, composting and purchasing practices using the most cost-effective and environmentally sound methods available in Minnesota.

For more information, visit our website at [www.recyclemoreminnesota.org](http://www.recyclemoreminnesota.org).

**Help us track the use of this campaign!**

This toolkit was provided by the MPCA and RAM as a part of the Recycle More Minnesota education campaign. Please help us track the use of this campaign. Please send an e-mail to [info@recyclemoreminnesota.org](mailto:info@recyclemoreminnesota.org) with a description of how and when the materials were used and, if published, the estimated circulation of the publication. If you have any questions about the campaign, please contact us at (651) 296-6300.