

**CITY OF ROCHESTER HILLS
OFFICE OF THE MAYOR**

BRYAN K. BARNETT, MAYOR

FOR IMMEDIATE RELEASE

September 22, 2009

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**Recycling Stacks Up in Rochester Hills
First Quarter Results Revealed Recycling up 250%**

Rochester Hills, MI- The results are in; Rochester Hills announces a 250% increase in recycling for the first quarter of the RecycleBank Rewards Program compared to that of recycling for 2008. The report indicated that more than 1600 tons of materials have been recycled, which is equivalent to three and a half, fully-loaded 747 airplanes. Making it evident that residents are making a conscious effort to support the city's mission of becoming a leaner and greener community.

"I am thrilled with the programs early success. Reporting significant numbers like this, in less than a year, indicates the true potential of this program in the year(s) to come," states Bryan K. Barnett, Mayor.

The buzz of the programs success has hit surrounding areas and has even earned national recognition. Other communities have followed Rochester Hills' lead and have implemented the program, recognizing that there are many benefits to RecycleBank. "Recycling earns residents points that can be turned into cash by redeeming them at local hotspots like; Hollywood Market, Bordine's Nursery, and Whole Foods for commonly purchased products from a gallon of milk to an entrée at a local restaurant," states, Mayor Barnett.

In addition to savings resident's money, it is also stimulating local businesses by generating extra income. Each resident earns an average of \$240 annually in rewards, with more than 16,000 participating in the program that can generate substantial business for Recycle Rewards partners, like Hollywood Market.

"Approximately 400 coupons are redeemed monthly between the two Hollywood Market locations, we are pleased with the success of the program and will continue to support this initiative," states Thom Welch, Vice President of Hollywood Market.

Businesses who have not yet become a Rewards Partner are encouraged email Alyson Paltelky, Reward Manager at rewards@recyclebank.com.

Established in 1984 the City of Rochester Hills supports more than 200 tech-savvy businesses and offers a complete and diverse community. Recently voted one of the top 100 best places to live (2009) the City of Rochester Hills is committed to being the preeminent place to live, work and raise a family.

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