



Costa Mesa Sanitary District

....an Independent Special District

FOR IMMEDIATE RELEASE

June 29, 2011
Contact: Scott Carroll
Tel: 949-645-8400
Fax: 949-650-2253
Email: scarroll@cmsdca.gov

COSTA MESA SANITARY DISTRICT RECEIVES NATIONAL AWARD

(Costa Mesa, CA) – The Costa Mesa Sanitary District received a national award for its leadership and commitment to sustainability efforts while at the same time educating and raising awareness to youth on how recycling telephone books can protect the environment. The Solid Waste Association of North America (SWANA), a national organization that promotes solid waste and recycling issues, awarded the District its 2011 Bronze Education Excellence Award for partnering with local schools on recycling used telephone books.

In 1996, the District wanted to expand its telephone book recycling program to local schools as a way to promote recycling and fundraising opportunities for the cash strapped schools. For schools to receive the minimum \$300 award, they must collect a minimum of 1.50 lbs. per student, which is equivalent to one-half book per student. Additionally, a grand prize of \$400 is given to schools collecting the greatest number of pounds of phone books per student and a school can receive an additional \$800 for receiving the Exceptional Effort Award by the District's Board of Directors for collecting over 10-20 pounds per student. Last year, Kline Elementary School received \$1,500 from the District for collecting over 59 pounds of telephone books per student.

The schools use the money from the District for purchasing supplies, materials, books and more. Since 1996, participating schools have collected 206,579 telephone books and the District has awarded over \$141,000 to public and private schools for their successful participation in the program. The benefit to the environment for recycling these phone books is staggering. For instance, recycling 206,579 telephone books have saved 2,892,106 gallons of water, 1,363 cubic yards of landfill space, 9,916 trees, and 1,696,300 kilowatts of electricity. Directors Mike Scheafer and Jim Fitzpatrick along with District staff member, Joan Revak who is the program's coordinator and manager, will be flying to Nashville Tennessee in late August to attend SWANA's national conference and accept the award. The total cost for District representatives to attend the SWANA conference in Nashville is estimated at \$4,500.

###

