

RecycleBank expands service to the Midwest

RecycleBank™, a rewards program that motivates people to recycle, has announced that it has rolled out service to households in the Omaha, Nebraska area and has seen a more than 100 percent increase in recycling in just one month. Through a relationship with Elkhorn Sanitation Service (ESS) and Firstar Fiber, RecycleBank will continue to rollout its program to several thousand homes in the area during the next few months.

RecycleBank motivates households and communities to recycle by measuring the amount of recyclables from each household and converting the weight into RecycleBank Reward Points. These Points can be viewed and redeemed at www.recyclebank.com with more than 400 national RecycleBank Reward Partners such as Kraft Foods, CVS/pharmacy, Green Mountain Coffee and Coca-Cola, as well as local reward partners like the Rockwood Women's Gym, Amazing Pizza Machine and grocery store, Hy-Vee.

ESS has teamed up with Firstar Fiber, the single-stream recycling facility in Omaha. Together, these two companies are enabling ESS households in West Omaha, Papillion, LaVista, Gretna, Elkhorn and Bennington, Neb., to participate in the RecycleBank program. ESS is providing participating RecycleBank households with a 96 gallon recycling cart, outfitted with an RFID (Radio-Frequency Identification) tag that allows RecycleBank to track the total weight and participation of households' recycling. Within the first month of participation, households have more than doubled the amount of recyclables from 22 pounds per household to 47 pounds per household.

"Firstar Fiber is excited to be working with RecycleBank, a company that truly understands the value of single-stream recycling," said Dale Gubbels, CEO of Firstar Fiber. "We are confident that RecycleBank will optimally utilize our resources to help households improve their recycling efforts."

For RecycleBank, this expansion to the Midwest marks the beginning of the company's rapid growth outside of its roots in the East Coast. Everyday, RecycleBank gets closer to achieving its goal of motivating all households in the U.S. and beyond to dramatically increase recycling, build local economies and give back to the communities in which they live and work.

"The RecycleBank program is an innovative way to help municipalities motivate citizens to recycle – and to educate them about the benefits of a sustainable community," said David Karnes, former U.S. Senator of Nebraska and Omaha business and civic leader. "We are eager to bring this forward-thinking and progressive program to citizens in our area and we look forward to our region's greener future."

Currently, RecycleBank is in more than 75 municipalities throughout Pennsylvania, Delaware, Massachusetts, Vermont, Connecticut, Nebraska, Virginia, New York and New Jersey. To date, RecycleBank households have already diverted more than 36 million tons of recyclables from landfills, saved 24 million gallons of oil and more than 360,000 trees.

"Partnering with RecycleBank made 100 percent sense for ESS and its customers," said Jeff Fishbaugh, president and owner of ESS. "ESS strives to deliver the best service possible and joining forces with RecycleBank allows us to boost our recycling offering and at the same time, motivate households to do what is good for the planet."

About RecycleBank

RecycleBank is a rewards program that motivates people to recycle. It does this by quickly and easily measuring the amount of material each home recycles and then converting that activity into RecycleBank Reward Points that can be used at hundreds of local and national rewards partners. RecycleBank is simple to implement, market-driven and proven to work, saving municipalities' money and rewarding citizens for their environmental stewardship. Kleiner, Perkins, Caulfield and Byers, RRE Ventures, The Westly Group and Sigma Partners are institutional shareholders and Ron Gonen, the co-founder and CEO is the largest individual shareholder. RecycleBank is headquartered in New York and also maintains an office in Philadelphia. Visit www.recyclebank.com for more information.

About Elkhorn Sanitation Service

Elkhorn Sanitation Service, locally owned and managed by Jeff and Kerry Fishbaugh, is a trash and recycling service in Nebraska. The company is dedicated to offering excellent service to its commercial and residential customers. ESS believes strongly in recycling first and included recycling as part of their service since its inception in 2003. The force behind the company is based on values. These values are the guiding principles that account for ESS being a fast growing trash and recycling service throughout Nebraska. Visit www.elkhornsanitation.com for more information

About Firstar

Located in Omaha, Nebraska, Firstar Fiber provides processing for commercial and residential recyclables. Firstar Fiber uses processing technology that allows recyclables to be commingled at the point of generation. This technology is called "single-stream" recycling. The company provides these recycling services throughout Nebraska and a good portion of the Midwest Region. From Firstar Fiber's facility in Omaha the company sells the sorted recyclables to markets both national and internationally. Firstar Fiber was founded in Nebraska in 1997. Visit www.firstarfiber.com for more information.