

August 1, 2009

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CITY OF CHICAGO PARTNERS WITH RECYCLEBANK

Recycling Rewards Program Will Help Promote Sustainability by Increasing Recycling Participation in Chicago

Mayor Richard M. Daley, along with 19th Ward Alderman Virginia Rugai announced today that the City of Chicago has partnered with RecycleBank, a rewards program that rewards households for recycling and other positive environmental behaviors. This program is designed to encourage additional recycling participation and compliment the City's transition to the Blue Cart recycling program which is already in place in more than 241,000 households in Chicago.

"The City of Chicago has set many goals in order to be one of the greenest U.S. cities and increasing recycling is a very important part of our strategy. If successful, our partnership with RecycleBank will both increase our recycling rates and lower our waste output," said Mayor Daley. It is my hope that this program will contribute to making Chicago an even more environmentally friendly city."

Under the program, households are encouraged to recycle actively and in greater quantities because they stand to receive rewards based on the amount of recyclables that each family generates. RecycleBank provides technology that measure the amount of recycled materials collected from each participating City of Chicago Blue Cart and then converts that amount into RecycleBank Points that can be redeemed for rewards, gift cards, groceries, and products at more than 1,900 local and national reward partners.

RecycleBank Partners include national retailers such as Coca-Cola, Kraft Foods, Target.com, Ruby Tuesday's and CVS/pharmacy, as well as local participating Chicago businesses, such as Leona's, Moo and Oink, Carson Pirie Scott's, County Fair, Treasure Island, and the Children's Museum. There is also an option to donate RecycleBank Points to local school environmental programs and non-profit organizations.

The City of Chicago selected 10,000 households to participate in a field test of the RecycleBank rewards program. These areas were selected because they have the longest data collection from the Blue Cart recycling program and they have a good mix of single family homes and multi-unit buildings. They also selected routes within those areas that produced lesser quantities of recyclables. This ensures that data will be illustrated more clearly and that the incentive system has the desired results. Each Blue Cart in the pilot area will be retrofitted with an ID tag that matches the Blue Cart to the household address and account number, while tracking recycling activity. Upon activating their account with RecycleBank, either online or by phone, the household will begin to earn RecycleBank Points.

On average, members earn hundreds of dollars in reward value each year through their recycling efforts.

As part of the effort the Chicago White Sox and Comcast will give away two free tickets to the first 200 households who activate their RecycleBank accounts. The reward is valid for two free upper deck reserved seat tickets and is redeemable for select 2009 home games based on availability. Additionally, Leona's will provide every household in the program a \$5 gift card to their restaurants upon account activation.

If this field test goes as planned the next steps will be to roll out fully to 38,000 households.

"Through education, community outreach and the use of our Recycling Block Captain Program, we hope see great results with RecycleBank," said the Mayor. "It's important that residents understand that they must do their part when it comes to recycling and preserving resources."

"RecycleBank continues to demonstrate that when financial incentives are aligned, people will make the better environmental choice," said Ron Gonen, CEO of RecycleBank. "We look forward to working with Mayor Daley, the local business community, local community and environmental organizations and households to achieve Chicago's environmental goals."

Active RecycleBank members can redeem their RecycleBank Points online at www.RecycleBank.com, where they can also learn about their personal environmental footprint through recycling. Residents can also access their account information by calling the toll free RecycleBank Customer Care Center, 1(888)727-2978.

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