

For more information contact:  
Tammie Nichols, Marketing Director  
2503 W. 16, Sedalia, MO 65301  
(660)827-8111 Fax: (660)827-8162

## **FOR IMMEDIATE RELEASE**

### **MOre Recycling Efforts at Missouri State Fair Nets Significant Gain Over Last Year**

**(October 6, 2009, SEDALIA, MO)**— The 2009 Missouri State Fair expanded year two of its recycling program to better handle the plastic, aluminum and cardboard waste generated by visitors as well as concessionaires and exhibitors to the event August 13 to 23 in Sedalia. Improvements to the program resulted in a significantly more impactful green initiative with 9.23 tons, or over 18,000 pounds of recyclable materials processed during and after this year's Fair compared to just under 1,000 pounds last year.

Fair Director Mark Wolfe said major contributing factors to the success were the increased number and placement of bins going from a quantity of 50 last year to a total of 390 in 2009 covering more of the grounds.

Anheuser Busch Recycling/County Distributing Co., Inc., provided 40 of the bins and 350 came from the Missouri Department of Natural Resources working with WCA Waste Corporation (WCA). In addition, two cardboard compactors were donated to the Fair this year by the Department of Natural Resources Solid Waste Management Program working with WCA with one compactor used for transporting the bags from the beverage container bins and the other used for compacting and transporting collected cardboard.

“The Fair was able to enlarge its recycling program because of the support of sponsors,” Wolfe said. “The additional collection efforts certainly proved to be a positive move. The green colored bins were easily identifiable making it convenient for the 337,851 visitors to dispose of plastic and aluminum beverage containers.”

The breakdown of collected waste in tons was 6.98 cardboard, .64 plastic, .27 aluminum, 1.33 newspapers and .81 unrecyclables for a total of 10.03 tons collected with 9.23 being recyclable materials.

Additional sponsors involved in the initiative included Pioneer Trails West Central Missouri Solid Waste Management District Region F assisting in funding the labor associated with collections along with Johnson County Sheltered Workshop, who processed the materials, and the State of Missouri Department of Administration, who supplied the bags. Several people representing the Missouri Recycling Association assisted with bin placement and cardboard collection during Fair setup and teardown.

Cynthia Mitchell, Director of Social Ventures Midwest Assistance Program, Inc., a Minnesota based nonprofit corporation that serves a 9 state area assisting with rural infrastructure and environmental programs, coordinated the Fair's recycling effort for the second year and expressed satisfaction with the results.

"Last year we were able to start small with a pilot program of beverage containers," Mitchell said. "This year, with the increased amount of beverage container bins and the addition of cardboard recycling, a much larger impact was made."

Mitchell said that there are still some strides to be made in the project noting that much more cardboard could have been collected from vendors and concessionaires.

"Cardboard recycling is an area that can be focused on in future years to make a bigger impact," she said, "perhaps with more vendor and exhibitor notification and by identifying cardboard holding locations adjacent to the trash dumpsters."

Mitchell said that all of the products recycled at the State Fair would lose their useful life if put in the landfill rather than sent to the recycling processor. She said that recycling materials save natural resources, use less energy than using virgin materials and create jobs.

To illustrate, she said that one ton of recycled paper uses 64 percent less energy, 50 percent less water, produces 74 percent less air pollution and creates 5 times more jobs than one ton of paper products from virgin wood pulp.

Pioneer Trails West Central Solid Waste Management District plans to assist with coordination of the recycling program for the Missouri State Fair in 2010. The 11-day event is held annually in Sedalia with 2010 dates set for August 12 to 22. More information on the annual event can be viewed online at [www.mostatefair.com](http://www.mostatefair.com).