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NEWS RELEASE

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One month left to recycle phone books

Reduce waste and help Girl Scouts

To encourage telephone directory recycling, the cities of Branson and Hollister have teamed up with Nestle Purina PetCare to place large paper-recycling bins at several locations in the area until August 1. Those locations include:

Cedar Ridge Shopping Center (Kmart/Country Mart)

Home Depot at Branson Hills Parkway

Wal-Mart on Highway 76

Country Mart in Hollister

Branson Recycle Center

Over 20 tons of phone books were recycled from the Tri-lakes area in 2008. "I think we will top our results from last year," said Mona Menezes, environmental specialist for city of Branson. "The bins have really filled up in 2009. We have already had to empty some of them to keep up with the demand for phone book recycling this year."

Plastic wrap or plastic bags must be removed from the directories before depositing them in the bins. The old directories are transported to the Nestlé Purina factory in Springfield, where they are made into SecondNature® brand dog litter and Yesterday's News® brand cat litter.

Recycling phone books into local products "closes the loop," giving the paper items another life and diverting the waste from landfills, while providing jobs and useful products made right here in the Ozarks.

The local Girl Scouts will even pick up old directories from businesses and receive five cents per directory from Nestlé Purina. If you have directories to recycle, call Stephanie at 334-6082 to arrange for local Girl Scouts to pick up old directories from your business.

“The Branson area is in the unique position of having four phone books distributed, which means when it comes time to recycle them, there are about 20 tons of old phone books to be recycled rather than dumped in a landfill,” said Menezes.

Phone books may also be dropped off at the Branson Recycle Center, 601 Compton Drive, year-round. The center is open Tuesday through Saturday 8 a.m. to noon and Thursday evenings 4-6 p.m.

For every ton of phone books recycled, 3.3 cubic yards of landfill space is saved for another day. A ton of phone books stacked on top of each other would be 120 feet high, which is about the height of Branson’s Pacific Street Water Tower.