



PRESS RELEASE

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MODEL PROGRAM PAIRS SUSTAININDY AND EX-OFFENDER INITIATIVES TO PRODUCE RECORD RESULTS

2009 Event Totals Show 143,000 Pounds of Electronics and 16,000 Christmas Trees Recycled

INDIANAPOLIS – Indianapolis residents turned out in record numbers to recycle and properly dispose of holiday waste and unwanted electronics at this year’s Post-Holiday Recycling Event. The volume of electronics processed this year nearly tripled from that of previous years.

Totals now in from the 2009 event indicate more than 143,000 pounds of electronics were recycled as part of the effort that pairs SustainIndy with the city’s ex-offender re-entry initiative. The city of Indianapolis partners with Workforce, Inc., a local organization that hires ex-offenders to collect and process electronics for recycling.

“The overwhelmingly positive response to this year’s post-holiday recycling event demonstrates that citizens are looking for ways to help make Indianapolis a more sustainable, livable city,” said Mayor Greg Ballard. “The partnership with Workforce, Inc. providing for employment of ex-offenders in this effort makes the program even more beneficial for our community.”

“By addressing two issues with one solution, the Indianapolis program is viewed as one of the most innovative in the country,” said Gregg Keesling, President of Workforce, Inc. “Several other cities, most notably Chicago, are now working with us to replicate the Indianapolis model. Our city is leading the way, and it makes me proud to be part of such a ground-breaking project.”

In addition to electronics, more than 16,000 Christmas trees were collected and processed by Indy Parks to generate mulch for city parks, trails and playgrounds – a step that produces significant cost-savings.

About SustainIndy:

Mayor Ballard launched SustainIndy and created the Office of Sustainability in October of 2008. SustainIndy is an innovative enterprise aimed at delivering long-term cost savings to the city, building the local economy, improving our quality of life and enhancing our environmental and

public health. Its efforts are designed to aggressively move Indianapolis forward in making it one of the most sustainable cities in the Midwest.

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