

Protecting Our Environment

WHAT OTHERS ARE DOING ❖ HOW YOU CAN HELP

Recycling: It Starts With You

(NAPSA)—There's good news for consumers who want to help their community take an active part in a growing trend—paper recycling.

Community recycling programs serve 86 percent of the U.S. population—254 million people—offering more opportunity than ever before to increase paper recycling. Additionally, there has been a significant increase in the types of paper collected for recycling over the past five years, and more communities are collecting direct mail, telephone directories, and paperboard packaging.

By employing three simple steps you can make a difference:

- Make recycling part of your daily routine—learn what materials are accepted for recycling in your community and how to prepare these materials for collection.
- Don't forget the office—office papers, stationery and paperboard containers can often be collected for recycling.
- Make it contagious—encourage everyone you know to recycle. Contact your local officials or building management to get them to increase their recycling efforts.

For the first time in 2003, 50 percent of the paper consumed in the U.S. was recovered for recycling. This significant achievement would not have been possible without the dedication of the paper industry and the millions of Americans who recycle at home, work and at school. Achieving the new industry goal of 55 percent recovery by 2012 will require even



more participation and commitment by consumers.

If you have questions about how best to participate in your local recycling program, contact your community recycling organization to find out what materials are collected and when they are collected.

A variety of materials have been developed to raise awareness about the importance of paper recycling. Through guides created for offices, schools and communities, readers can learn how to establish sustainable recycling programs. These resources, along with background information on paper and paper production; statistical highlights; news releases; and video and interactive features are all available online at www.paperrecycles.org.

AF&PA is the national trade association of the forest, paper and wood products industry. For more information about paper recycling or for resources to help increase paper recycling in your commu-