



For Immediate Release

Contact: Matt Larson
Town of East Hartford
Phone: 860-291-7200
mlarson@easthartfordct.gov

TOWN OF EAST HARTFORD
Mayor Marcia A. Leclerc

Town of East Hartford to Participate in Pink Bag Textile Recycling Program

(March 26, 2018) **East Hartford, CT** – The Town of East Hartford is partnering with Simple Recycling to offer our residents a convenient and innovative way to recycle clothing and textiles. Starting on April 2nd, East Hartford residents will be encouraged to recycle textiles curbside in a free pink bag. Residents will receive a pink bag in the mail, and Simple Recycling will tie new bags to the blue bin upon collection of a full bag on normal recycling days. Additional bags can be obtained by calling Simple Recycling at 1-866-835-5068. Residents can place their pink bags alongside (not in) their blue bins for collection on the same day as recycling pickup.

Acceptable items that can be put into the pink bags include men and women and children's clothing, coats and jackets, jewelry, shoes, purses, hats, toys, blankets, drapes and curtains, pillows, sleeping bags, small tools, silverware, dishes, pots and pans and backpacks.

According to the U.S. Environmental Protection Agency (EPA), 85% of all clothing ends up in refuse barrels with only 15% being donated for reuse and recycling. Proactive efforts to recycle clothing, shoes, and accessories through the Pink Bag Textile Recycling Program help the Town's Department of Public Works reduce its flow of municipal solid waste, reduce disposal fees at the waste-to-energy facility, and in the long-term reduce harmful environmental impacts of greenhouse gasses. The Town will actually benefit from participation in the program through increased revenue of \$20 per ton of recycled textiles.

For those residents who are committed to donating clothing to charities, the Town of East Hartford and Simple Recycling encourage them to continue to do so. It is through donations that 15% of clothing/textiles currently are recycled. These non-profit organizations provide important employment and social services to our communities. Please note that Simple Recycling is not a non-profit, and therefore will not issue a tax-deductible receipt. Simple Recycling does provide the convenience and ease of recycling these items right at your curbside.

More information, along with frequently asked questions, can be found on the Town's website under the Public Works Division Waste Services at <https://www.easthartfordct.gov/waste-services>. To participate in the program please visit www.Simplerecycling.com/FAQ or call 1-866-835-5068.

###