



Department of Public Works

Jeffrey J. Mantes
Commissioner of Public Works

James P. Purko
Director of Operations

MEDIA ADVISORY

For Immediate Release: Tuesday, January 30, 2007

For Additional Information Contact: Cecilia Gilbert, Permits & Communications Manager, 286-3261 or 708-2295

City of Milwaukee Wins Cans for Cash Recycling Challenge 3rd Year in a Row City's Can Collection Equals Enough Energy to Drive from New York City to Los Angeles and Back Again 9,000 Times

For the third year in a row the City of Milwaukee won \$5,000 for the most cans collected in the largest city division by collecting 1,147,084 pounds of aluminum cans. Mayor Tom Barrett will be presented with a plaque from representatives from the U. S. Conference of Mayors and Novelis Corporation for the City's achievement in the national **2006 Cans for Cash City Recycling Challenge** on Wednesday, January 31st at 10:00 a.m. at Walt Whitman Elementary School, 4200 South 54th Street.

The Department of Public Works' Environmental Services Division in partnership with Keep Greater Milwaukee Beautiful (KGMB), as part of the national **2006 Cans for Cash City Recycling Challenge**, also coordinated a promotion to target area schools to create a sustainable school recycling program. Schools were invited to compete to collect the most aluminum cans to earn money and win prizes during the **Challenge** from October 2 to December 15, 2006. The school that collected the most aluminum cans, Walt Whitman Elementary School (665 lbs.) will be presented with the \$500 grand prize. Second and third place schools Craig Montessori (242 lbs.) and Emerson Elementary (197 lbs.) will receive prizes of \$250 and \$100 respectively. A total of 23 schools participated in the program.

Another component of the **2006 Cans for cash City Recycling Challenge** included a "Guess the Weight" contest. A bale of crushed recycled aluminum cans was on display in the lobby of the Frank P. Zeidler Municipal Building. The public was invited to guess the total weight and the total number of aluminum cans in the bale. The winners of the contest will be presented with prizes of Sam's Club gift cards and a year's supply of Coca Cola products.

WHO: Mayor Tom Barrett
Alderman Joe Dudzik
Commissioner Jeff Mantes, Department of Public Works
U.S. Conference of Mayors Representative
Novelis Representative
Winning MPS Schools

WHAT: Cans for Cash City Recycling Challenge Recognition

WHEN: Wednesday, January 31, 2007
10:00 A.M.

WHERE: Walt Whitman School
4200 South 54th Street