



CITY OF CARLSBAD
SOLID WASTE DEPARTMENT
PRESS RELEASE

FOR IMMEDIATE RELEASE:

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Once a king, always a king, but ONCE A WEEK is enough!

CARLSBAD, NM – The Fairway Subdivision is getting an amazing opportunity to promote and grow recycling in Carlsbad! As part of the Once per Week Service Pilot Program, residents in the area will learn how their participation will influence the future of solid waste management right here at home.

This area was selected to be a Pilot Program to demonstrate to the City Council and the citizens of Carlsbad that once per week trash service is sufficient to meet the needs of the average household. By reducing the amount of trash in the landfill, we can extend the life of the landfill. In conjunction with once per week trash service, residents will be offered curbside recycling containers. Diverting recyclables to Rainbow Recycling also helps extend the life of the landfill.

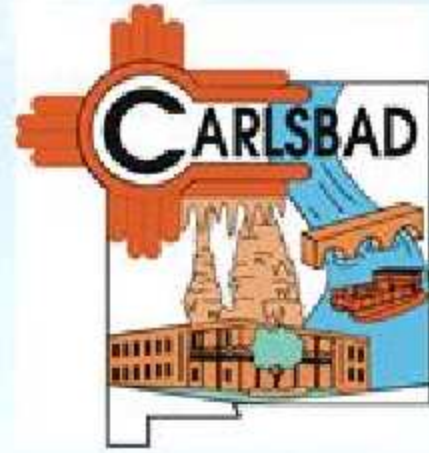
Residents have been contacted and will have the opportunity to voice their opinions and ask questions about the program in a neighborhood meeting at the Pecos River Village Conference Center on May 15th. Representatives from the city's Solid Waste Department, Carlsbad Recycling Advisory Board, Board of Solid Waste Commissioners, Carlsbad City Council and Rainbow Recycling will be on hand to share information and address neighborhood concerns.

Several people have already spoken out in favor of the proposed change. "I've thought for a long time now that once a week is plenty," expressed one neighbor. "We moved here from out of state and they always had once a week trash," said another. One gentleman was particularly pleased that recycling is single stream and will be in one container. "My wife is from New York and there they have five different bins for recycling! And if you get an item in the wrong one, they sure let you know!"

We are confident that once a week service can improve the city's solid waste management issues while providing efficient service to the customer.

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*If you have questions or comments, call 575.885.0042 during office hours, 7 a.m. to 4 p.m., visit <http://cityofcarlsbadnm.com> or email saschneider@cityofcarlsbadnm.com. When you're on the net, look for **Carlsbad Recycles** on Facebook and **cbadrecycles** on Twitter.*



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Once Per Week Service Pilot Program

Fairway Subdivision Area

Kick-off Meeting!

WHEN: Thursday, May 15, 2014
WHERE: Pecos River Village Conference Center
TIME: 5:00 p.m. to 7:00 p.m.