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Recycle Florida Today (RFT) Presents 2024 Environmental Sustainability Awards

(Ocala, Florida) --- Recycle Florida Today, the state's premiere recycling organization, is pleased to announce the **2024 Environmental Sustainability Awards** for Outstanding Public and Private programs go to:

Collier County, Florida

Outstanding Public Program of the Year and Overall Outstanding Program of the Year

Coca-Cola Beverages Florida, LLC (Coke Florida)

Outstanding Private Program of the Year

"We are very proud of the work Collier County, Florida is doing to encourage increased participation in county-wide recycling programs," said Heather Armstrong, executive director for RFT. "The *Preserve Our Paradise – Reduce, Reuse and Recycle* awareness campaign is making a measurable difference in the amount of materials collected for recycling within Collier County."

Collier County's awareness campaign included traditional and online communications channels as well as participation in special events, how to videos and more. The County is ranked second in Florida for recycling according to the Florida Department of Environmental Protection Solid Waste Report.

Coke Florida is a Coca-Cola bottler that operates within 47 counties from Jacksonville to The Keys. The company's winning sustainability program incorporates a focus on waste reduction, which GreenCircle Certified has recognized with Zero Waste to Landfill certifications. Through operational processes, Coke Florida diverts 100 percent of waste generated away from landfills for reuse and recycling. So far, the four manufacturing facilities in the company's network have received the GreenCircle designations, which are located in Tampa, Orlando, Broward, and Jacksonville.

"We're also proud to recognize Coke Florida for their outstanding work toward sustainability," Armstrong said. "Their recognition as a GreenCircle Zero Waste to Landfill program focuses on four sustainability focus areas: recycling, water stewardship, resiliency, litter and waste reduction."

For more information about Collier County visit, www.colliercountyfl.gov/solidwaste.

For more information about Coca-Cola Beverages Florida, visit www.cokeflorida.com.

About the Environmental Sustainability Awards:

Through the Environmental Sustainability Awards RFT recognizes those with outstanding programs in recycling and environmental sustainability. The awards for public and private entities are granted to organizations that display an increased awareness of the importance of sustainability and the ability to motivate others to maximize their recycling, composting, grass roots efforts; waste reduction, sustainability efforts and improving recycling rates.

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About Recycle Florida Today:

Recycle Florida Today, Inc. (RFT) is Florida's state recycling organization and premier association educating recycling and environmental professionals throughout Florida from both the public, private and non-profit sectors. RFT was formed to be a driving force to help Florida professionals implement its recycling goals and objectives. RFT continues to provide educational and networking opportunities about recycling for all Floridians as well as support to local and state elected officials on laws and regulations affecting the recycling industry.

For more information, visit <https://recyclefloridatoday.org/>. For ongoing news, please visit our newsroom on-line at: <https://recyclefloridatoday.org/news/>

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