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Maine Recycles Week Launches New Website - Looks for Sustainability Stories

[September 6] The Steering Committee for Maine Recycles Week, is thrilled to announce the launch of Mainerecycles.org. A new website designed to support a weeklong celebration of Maine's commitment to waste reduction and sustainability scheduled for November 15-19th of this year.

The thrust of Maine Recycles Week is to get everyone effectively and efficiently participating in local waste reduction and sustainability solutions while being mindful of the products they purchase. The new site is designed to support and enhance local participation in the statewide awareness event.

“With the launch of Mainerecycles.org, we hope to reach Mainers in their everyday lives and celebrate what they are doing to help Maine achieve its statewide recycling goal of 50%,” said Shelby Wright, manager of engagement for Casella in Maine and lead organizer for Maine Recycles Week.

Mainerecycles.org will serve as an interactive clearing house and features links and downloadable resources for local organizers, an interactive event map where groups can submit local events celebrating waste reduction and sustainability, and a sustainability story submission feature for individuals and groups to tell their stories about how they are working to be more sustainable in their communities.

“It’s more important than ever to look at recycling as a holistic approach. It’s more than just placing items in the blue bin for pick up each week,” Wright added. “It’s also about reducing the amount of waste we generate, reusing or repairing what we can, and being conscientious in purchasing products that have more sustainable packaging with recycled content. We want to highlight those sustainable actions during Maine Recycles Week.”

During this week, citizens in each community are asked to do their part to raise public awareness toward waste reduction and sustainability and promote the purchase of products made from recycled materials. A Maine Recycles Week Toolkit is available for download to facilitate local interaction and events with ideas and tips on how to celebrate at the school, municipal or business level available.

Maine Recycles Week is being held for the first time in over a decade this November 15 through November 19, 2021, however the people in Maine have been recycling for 30 plus years or more. Many businesses and industries in the State of Maine embrace an environmentally sound operational philosophy that reflect Maine’s citizens’ concerns and needs.

Casella invites visitors to explore the new website and is proud to join a diverse group of recycling and solid waste industry leaders, non-profits, municipalities, and environmentalist groups to revive Maine Recycles Week for November of 2021.

If you or your organization would like to participate in Maine Recycles Week, please contact Shelby.wright@casella.com for more information or visit mainerecycles.org.

For more information and updates on Maine Recycles Week 2021, please follow Maine Recycles on Facebook or visit them at mainerecycles.org.