



NEWS RELEASE

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CITY OF SPARTANBURG AND COKE PARTNER WITH BI-LO TO ENCOURAGE RECYCLING IN CITY

SPARTANBURG, SC (March 2, 2010) The City of Spartanburg, Coca-Cola, and BI-LO supermarkets announced today the launch of a new recycling promotion for Spartanburg residents. *iRecycle and Win!*, sponsored by Coca-Cola of Spartanburg, is designed to reduce the amount of material going into landfills by offering great prizes to city households that recycle using their new blue curbside recycling carts. Other program participants include Spartanburg-based recycling company URRC and Coca-Cola Recycling of Atlanta.

To make recycling easier for residents, the City has delivered new recycling roll carts to households who used curbside recycling in the past. The larger capacity of the new carts allows residents to recycle more material and the wheels make it easier to deliver recyclables to the curb. This new procedure increases each home's recycling capacity from 64 to 192 gallons each month.

"All of the employees at Spartanburg Coca-Cola Bottling Company are excited about the opportunity to further our efforts in supporting recycling in the city of Spartanburg. We believe our involvement in this joint effort will have a positive impact in increasing the number of households that will participate in the City of Spartanburg's recycling program", said Tony Price, Sales Center Manager for Coca-Cola United in Spartanburg.

Coca-Cola will begin today to deliver stickers with the Coca-Cola recycling message "*Give it Back*" to homes that have the new recycling roll carts. Beginning March 15th, the *iRecycle and Win!* Prize Patrol will visit neighborhoods around Spartanburg on recycling collection days, looking for recycling carts displaying the "*Give it Back*" sticker. Randomly selected carts will be inspected and a recycling household will win a \$50 BI-LO gift card if the resident has followed the recycling guidelines established by the City's Public Works department. One winning household will be selected each recycling collection day.

"We are excited about participating with Coca-Cola and BI-LO and look forward to a successful promotion by rewarding both our new recyclers and those who have supported our recycling program through the years" states Bill Thompson, Solid Waste Manager with the City of Spartanburg.

Plastic containers marked #1 and #2, plus all paper products and empty metal cans will be accepted in residents' recycling carts for pick up. Glass should be taken to Spartanburg County Convenience Centers. The PET plastic bottles (#1) will be recycled back into Coca-Cola bottles by URRC in Spartanburg.

“We are very enthusiastic about the growth of recycling awareness in our community, and this joint effort with the City of Spartanburg and Coca-Cola. It is important for the residents to know that when they place their plastic bottles in the carts, they will be recycled right here in Spartanburg!” says Carlos Gutierrez, President and CEO of URRC.

John Burgess, President and CEO of Coca-Cola Recycling, LLC, states, “We envision a world where our used bottles and cans are not seen as waste, but as valuable resources that can be used to produce a wide variety of new products. We’re really excited about the opportunity to increase recycling by rewarding Spartanburg residents for using their wonderful curbside program.”

For a “*Give it Back*” sticker, needed to be eligible to win, additional information regarding the *iRecycle and Win!* promotion, or a copy of the Official Rules, call Coca-Cola at 1-800-582-3467 or visit www.irecycledou.net. To request a recycling roll cart or additional information regarding the City of Spartanburg’s recycling program, please contact the City of Spartanburg’s Public Works Department at 596-3690.

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