

## **News Release**

### **For Immediate Release – TIME SENSITIVE**

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### **Top Name Selections for Recycling Mascot Announced**

The Dunn County Solid Waste Division is pleased to announce the finalists for their recycling mascot naming contest. Due to the large number of submissions, four final names have been chosen, as opposed to three as originally stated. Over 70 names were submitted and the Solid Waste Division narrowed the list down to the top four. Each mascot comes with a back story and voting is open to the public. People may vote via:

- Facebook - [www.facebook.com/dunncountyrecycling](http://www.facebook.com/dunncountyrecycling)
- E-mail – [swr@co.dunn.wi.us](mailto:swr@co.dunn.wi.us)
- Postal mail – Dunn County Solid Waste, 309 Red Cedar Street, Suite C, Menomonie, WI 54751
- Phone - 715-232-4017

Voting begins May 22 and closes June 7, 2013.

### **ReCyclone**

There once was a town that had no clue how to manage their trash and recyclables. Everywhere you looked there were mounds of unwanted, discarded items. Unfortunately, the residents had no idea there was a difference between trash and recyclables and they mixed everything together. There were apple cores in with the electronics and waxed milk cartons alongside rusty old bicycles. One day a small twister appeared causing all the unwanted materials to rise into the air. When the dust settled all that remained were neatly separated piles of recyclables and the masked super hero ReCyclone standing nearby. “I’m a Force of Nature FOR Nature!” ReCyclone announced. The town looked so beautiful that from that day on, residents separated their recyclables just as ReCyclone had taught them and the mounds of trash were a thing of the past.

### **The Diminisher**

One family generated so much waste they had to dispose of their trash twice a week! While visiting the local collection site one day, just as the family was loading their “trash” into the compactor, The Diminisher appeared out of nowhere and grabbed their large bag of refuse. “I am The Diminisher and there’s no way you can have so much trash week after week!” Much to their surprise, the masked crusader then showed them how to cut down on waste by composting food scraps, turning old tractor tires into raised gardens beds, and use old boots and mailboxes as planters. Thanks to their new

“diminishing” techniques, the family now visits the Collection Station only once a month AND has a lovely garden to show for it.

### **Landfill Avenger**

Dr. Dumps Too Much is at it again, bombarding landfills with perfectly good recyclable and reusable items. Though determined to dispose of these items in the trash, Dr. Dumps Too Much is no match for the Landfill Avenger who snatches up cardboard boxes, breaking them down with a flick of the wrist and stomping aluminum cans flat. Battling for valuable recycling resources the mighty Landfill Avenger propels Dr. Dumps Too Much and his recyclables back to the collection bins where they belong. Never underestimate the power of the Landfill Avenger, especially when recycling is involved!

### **Captain A.F.T.E.R (Advocate for the Earth’s Resources)**

Les Trash went to visit the local landfill where there were numerous plastic bottles and jugs sticking out of a mountain of garbage. Les knew that if these items stayed in the landfill, they could take over 400 years to decompose. But Les also knew that if the bottles and jugs were recycled, they could be made into clothing, carpeting or playground equipment. Determined to save such valuable resources, Les created an alter ego, Captain A.F.T.E.R. (Advocate for the Earth’s Resources), to teach residents about the A.F.T.E.R. effects of throwing something in the trash versus the benefits of recycling. Happily, Captain A.F.T.E.R.’s lessons about the **aftermath** of recycling add up to some major savings for the environment!!

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Photo: Help name the Dunn County Solid Waste Division’s new recycling mascot by voting for your favorite name. Each character comes with its own back story. Voting is from May 22 through June 7, 2013.