

## **News Release**

### **For Immediate Release**

For more information contact:

George Hayducsko,  
Dunn County Solid Waste Director  
390 Red Cedar St., Suite C  
Menomonie, WI 54751  
(715) 232-4017

### **ReCyclone Named as Dunn County's Recycling Mascot**

The Dunn County Solid Waste Division is pleased to introduce ReCyclone, Dunn County's official recycling mascot. Dunn County Solid Waste recently held a contest to name the masked superhero. Over 70 mascot names were submitted by the public. Dunn County Solid Waste then narrowed the list down to the top four names and a caped crusader backstory was created for each finalist. After a tight race, ReCyclone, "A Force of Nature for Nature" was named the winner.

### **ReCyclone's Story**

Every superhero comes with a story and ReCyclone is no exception. Here is how ReCyclone came to be.

"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 name ReCyclone was actually submitted separately by two different people, Holland Webinger of Menomonie and Anne Behrens of Eau Claire. Behrens also submitted the tag line "A Force of Nature for Nature". For their efforts, the winners were given gift certificates to local businesses.

ReCyclone recently debuted in the SummerDaze parade and is scheduled to appear at other local fairs, festivals and parades this summer. To request ReCyclone to appear at a specific event, call the Dunn County Solid Waste Division at 715-232-4017.

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Photo caption: ReCyclone, Dunn County's newly named recycling mascot, recently made its official debut at Menomonie's SummerDaze parade. Here ReCyclone stands with Dunn County Solid Waste's summer intern Chelsea Wiegand. ReCyclone is expected to make an appearance at the Dunn County Fair later this summer as well.