

Sample News Release

For more information contact: (Your name) (Your telephone)

FOR IMMEDIATE RELEASE

DATE:

(Your School) Takes Aluminum Recycling to a Whole New Level

(Your town) (Date) - (Your school/organization) is participating in The Recycle Challenge/Aluminum Retriever to recycle aluminum beverage cans, help fight litter, save valuable resources, conserve energy and earn money. (Your school/organization) has a convenient container to recycle your aluminum cans located at (address). The money earned from your recyclables will be used to purchase much needed materials at our school.

(Your principal or spokesperson here) said, "The Recycle Challenge/Aluminum Retriever is a fun and exciting project that teaches participants to use our resources wisely while also earning money for (the school/organization goal). It is a great way to remind everyone of the importance of recycling, while at the same time challenging them to work together for a worthy cause."

Working together to make a better environment for the next generation.

Visit www.therecyclechallenge.com for more information.