

RecycleBank expands rewards program into Colorado

Sept. 29 -- An international recycling incentive program is expanding into Colorado in an effort to increase residential recycling.

RecycleBank, a recycling rewards program, announced Sept. 29 a new agreement with Waste Connections of Colorado. The program will be offered to residents in the suburbs surrounding Denver and Colorado Springs. Residents who take part in the program exchange recyclable materials for points that can be redeemed for discounts and other rewards at local and national retailers, restaurants and grocers.

"By encouraging households to recycle with the added incentive of RecycleBank rewards, Waste Connections of Colorado collects more recyclables, reducing waste otherwise destined for landfill disposal," Waste Connections Central Regional Vice President Phil Rivard said. "Moreover, it's easier than ever for residents to recycle -- the new program brings with it single-stream recycling, in which households can place all acceptable recycling materials into one cart without having to sort paper, plastic, tin, and glass separately."

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