

## **Trihydro helps Frontier Days recycle more than manure**

By Staff

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CHEYENNE — Once a year since 1897, people from all over the world travel to Wyoming to enjoy the “Daddy of ‘em all”, Cheyenne Frontier Days. The popular event is considered to be the world’s largest outdoor rodeo and western celebration and attracts over half a million spectators each year.

All those people sitting in the hot sun will be drinking a lot of water and soft drinks from plastic bottles. And those plastic bottles are being recycled in larger and larger numbers thanks to a program cooked up by Swire Coca-Cola, the city of Cheyenne and Trihydro.

Last year, Laramie-based environmental firm Trihydro helped found the first recycling program for Cheyenne Frontier Days. The program was established to help lighten the burden on Cheyenne’s landfill, which is nearing its capacity. Cheyenne Frontier Days has recycled manure collected during the event at a local composting facility for many years, but the addition of the new recycling program demonstrates a growing commitment to reduce the environmental impacts that accompany the event.

The program started with 50 recycling bins for plastic bottles last year, and succeeded in diverting five tons of plastic from the landfill. The event this year plans to double that figure by diverting as much as 10 tons, and has grown to include approximately 275 recycling barrels that provide for the collection of both aluminum cans and plastic bottles. These single-stream recycling barrels will be placed throughout the grounds of Frontier Park from July 17th – July 26th.

In addition to the barrels located in Frontier Park, local Coca-Cola delivery trucks have been rendered to bear the recycling campaign’s efforts. The truck sides feature the recycling program logo along with branding for Cheyenne Frontier Days, Coca-Cola, the city of Cheyenne, and Trihydro.

“As an environmental firm, Trihydro has been proactively integrating sustainable practices into our business and services for nearly 25 years. Partnering with the CFD recycling program is a wonderful opportunity that allows us to continue to demonstrate environmental leadership,” said Jack Bedessem, Trihydro’s president and CEO