



Pennsylvania Resources Council, Inc.

MEDIA ADVISORY

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PA RESOURCES COUNCIL LAUNCHES “ZERO WASTE PITTSBURGH”

business initiative offers big dividends to bottom line – and environment

PITTSBURGH – The Pennsylvania Resources Council (PRC) has launched “Zero Waste Pittsburgh,” a new initiative aimed at reducing waste generation and improving/expanding recycling efforts for the region’s businesses, institutions and special events.

Zero Waste Pittsburgh – a project of PRC in partnership with the Allegheny County Health Department and the PA Department of Environmental Protection – serves as a one-stop shop offering recycling/waste minimization solutions that are both fiscally sound and environmentally sustainable.

“Many businesses are looking at the bottom line and figuring out that there is actually a lot of ‘waste’ in waste, so to speak,” according to PRC Regional Director Dave Mazza. “Changing habits and assessing recycling programs can result in a positive impact on the environment as well as a very positive impact on a business’ bottom line.”

Customized services for businesses and institutions include waste audits, employee training, hauler information and design/installation of recycling systems. Additional services for special events include design/implementation of recycling efforts, food waste composting and educating the public.

“PRC has a long history of developing and designing recycling programs, so there’s no reason for businesses and municipalities to try to reinvent the wheel,” said Mazza. “We’re able to share a vast amount of experience and expertise. During the past eight years, PRC has conducted more than 600 waste audits and assisted some of the region’s largest special events.”

According to Mazza, “It’s a win-win-win proposition for the businesses, institutions and special events we assist through the Zero Waste Pittsburgh program. They divert materials from the waste stream, they save money by reducing their waste disposal costs and their actions have a positive impact on the environment.”

For more information regarding Zero Waste Pittsburgh, visit www.zerowastepittsburgh.org or call the ZWPGH hotline at 412-770-6951.

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