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RE: Recycling Connections Celebrates 40 years of Non-Profit Industry Leadership

For Immediate Release

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Recycling Connections Celebrates 40 years of Non-Profit Industry Leadership

(Stevens Point, Wis.) January 29, 2021 - In Stevens Point, Wisconsin a non-profit organization has been making an impact in the solid waste, recycling and composting industries for the last 40 years. Back in late 1980, a group of dedicated residents realized the need to keep valuable resources out of the landfill, and on January 29, 1981, the organization known as Intra State Cooperative Enterprises was formed. In 1982, the organization more formally became a 501(c)(3) nonprofit under the name Intra-State Recycling Corporation (ISRC).

In its early days, the organization collected and processed a wide variety of recyclables throughout Portage County, WI via its network of drop-off sites and a curbside collection program in the City of Stevens Point. When Wisconsin's Recycling Law came into effect in 1991, requiring municipalities to manage recycling programs, the organization shifted its activities away from collection and processing in exchange for providing education and program support services. ISRC also began taking on projects beyond basic recycling and waste reduction, such as conducting a 3-county Mercury Reduction Program through funding from the WI Department of Natural Resources and the Environmental Protection Agency. They also assisted with household hazardous waste collection events and setting up a sharps disposal on behalf of their local county.

Promoting backyard composting also became a focus of their work. The organization worked with the former UW-Extension Solid & Hazardous Waste Education Center (SHWEC) to assist with state-wide composting outreach. In 1998, they created a group compost bin purchase program that has helped municipalities successfully educate and encourage residents to manage their yard materials and food scraps more efficiently onsite, in their own yards. Since this program began over 15,000 bins have been purchased throughout Wisconsin and in portions of Minnesota and Illinois. Beginning in 2021, this program will be expanding and offered to communities nationwide.

In 2004, the organization officially changed its name, but not its focus, to Recycling Connections Corporation. They continued to work with groups in the industry throughout the state serving in key roles with organizations like the former WI Be SMART Coalition located in southeast Wisconsin, the Associated Recyclers of Wisconsin (AROW), Recycle More Wisconsin, as well as many schools and municipalities.

Recycling Connections continues to expand its services and programs and has just recently launched their Near Zero Event Services. They will work with businesses, organizations, municipalities, and schools to plan events that reduce their environmental impact and can meet waste reduction goals.

Throughout 2021, Recycling Connections will be celebrating their 40 year anniversary in a variety of ways. In February, we will launch a sticker design contest featuring environmental themes for stickers they'll distribute during Earth Week and beyond. In the spring, they will have an educational outdoor exhibit on the University of Wisconsin-Stevens Point campus. Other events are still being planned. Event details and up to date information will be provided on Recycling Connections' social media outlets and on their website at www.RecyclingConnections.org.

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Recycling Connections is a non-profit organization that specializes in connecting people, resources and communities to promote waste reduction, reuse, recycling and resource conservation.