

**For Immediate Release  
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## **Georgia Recycling Coalition Launches Education Campaign and Series of Videos Highlighting Recycling Industry in Georgia**

ATLANTA, GA – Today, the Georgia Recycling Coalition (GRC) released the first in a series of videos that highlights the importance of recycling to the more than 100 Georgia businesses and manufacturers that use recovered materials.

The videos are part of GRC's new statewide recycling education campaign, #RecycleRightGA: Let's Sort This Out, designed to increase recycling, decrease contaminants in curbside recycling bins, and ensure Georgia manufacturers have the materials they need.

According to GRC Executive Director, Gloria Hardegree, "After extensive research and a consumer marketing survey, our messaging approach for the #RecycleRightGA: Let's Sort This Out education campaign is intentionally authentic using original photos and often humorous, relatable social media and videos. Funded by grants from three generous donors, we are thrilled to offer campaign resources for free to our members and others in the state. We want everyone to know that there are jobs in Georgia that depend on people recycling. We are here to help people sort out how to recycle."

The first video in the series looks at glass recycling in Georgia, taking viewers behind the scenes at Strategic Materials in College Park to see how glass is processed and the types products made from the recycled glass.

"Strategic Materials is delighted to be a part of the GRC's new recycling campaign. Glass recycling education is critical to Georgia's environmental and economic goals," says vice president of communications, Laura Hennemann. "We need more glass from Georgia residents for recycling at our College Park facility to meet our customer demand. Recycled glass is used to make new glass containers and fiberglass insulation from companies like Owens Corning, all made in Georgia."

"Initiatives like GRC's campaign are a great way to help consumers understand that glass is an endlessly recyclable resource – and ideal material for the circular economy," says Frank O'Brien-Bernini, chief sustainability officer for Owens Corning. "Owens Corning uses about 1.3 billion pounds of it each year, making us one of the largest users of recycled glass in the world. Our aspirations and actions, across the circular economy, are fueled by the climate change mitigation opportunity we see as we transition from virgin raw materials to ever-increasing amounts recycled materials."

Each video in the series will show how materials are recycled in Georgia – from the point of collection through the initial processing to the final manufacture of a new product. The videos focus on the importance of recycling to both Georgia's environment and economy.

GRC's [central campaign page](http://georgiarecycles.org/programs/recycle-right/) (<http://georgiarecycles.org/programs/recycle-right/>) provides local governments, educators, and others with easy access to the videos, social media posts, and other materials.

Keep recycling your glass. Georgia businesses, like Strategic Materials, need your bottles now as much as ever.

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The Georgia Recycling Coalition is a 501(c)(3) non-profit organization whose mission is to complement and coordinate activities relative to recycling, to foster communications among professionals, organizations, government agencies and individuals, and to promote and enhance reduction and recycling programs throughout the state.

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