

Standard press release to send to businesses and customers in the community

(Name of Company) Supports “Please Recycle” Campaign

Town, State – Date – (Name of Company) announced that it is supporting an industry-wide recycling program entitled, “Please Recycle.” The company will begin printing the “Please Recycle” logo on all of its recyclable envelopes, cartons and packages to encourage customers and mailers to recycle them after its use.

“Most people know that newspapers are recyclable, but they don’t know that some envelopes and packaging are recyclable,” said (Company spokesperson/president).

The “Please Recycle” campaign is sponsored by the Envelope Manufacturers Association (EMA) in conjunction with the Direct Marketing Association and the Magazine Publishers Association. These organizations recently received the endorsement by the Environmental Protection Agency to include these recycling messages on their products.

“The paper industry has committed to an overall goal of recovering 55 percent of the total paper we produce and the Envelope Manufacturers Association joins in that goal. Our “Please Recycle” initiative is aimed at encouraging our customers to assist us in recovering more used mail for recycling through existing municipal waste streams and in recovering our packaging materials through similar waste collection systems. Our goal is to manage our resources wisely for future generations,” said EMA President and CEO Maynard Benjamin.

(Name of Company) is a member of the Envelope Manufacturers Association. “We are proud to be a part of an organization that supports environmental stewardship and is proactively promoting its environmental initiatives,” said (company spokesperson/president).

For more information about (name of company) please visit (company website).

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