



A non-profit association that provides statewide proactive leadership on waste reduction and recycling through education, advocacy, collaboration, programs and services.

For Immediate Release

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AROW and Waste Management Continue to Build Wisconsin's Recycling Resource

Stevens Point, WI (February 7, 2017) – Associated Recyclers of Wisconsin (AROW) is excited to announce the launching of a new website design and focus for its Recycle More Wisconsin (RMW) program. RMW is a statewide resource to residents and communities on information related to recycling, waste reduction and sustainable material recovery and management options. The new site provides expanded content on specific recyclable items, contains a search function, and is in a mobile-friendly format that together allows visitors to get their questions answered quickly and easily.

Waste Management of Wisconsin has again pledged its financial support as a 2017 Sustaining Sponsor for the valuable RMW program. Waste Management's support follows with their Think Green® commitment to make our communities safer and cleaner. They lead the way in managing Wisconsin's recyclables, serving over 350 communities with collections services. Additionally, their state-of-the-art material recovery facility, in Germantown, is designed to process up to 700 tons of recyclables each day.

Besides the website, RMW's extremely popular Facebook page shares fun topics on upcycling, local community recycling events and statewide news about recycling and waste reduction. Whether it is through social media or the website itself, Recycle More Wisconsin is just one way that AROW works to achieve its mission as Wisconsin's recycling experts, providing statewide proactive programs and services that educate and engage. Working together AROW and Waste Management will move recycling forward!

For more information about Waste Management of Wisconsin: www.wm.com/location/wisconsin/wi/areas.jsp

For more information about AROW and RMW: www.arow-online.org www.recyclemorewisconsin.org

Parties interested in becoming Sustaining, Supporting or Greening sponsor of Recycle More Wisconsin, please contact Angie Lemar, Program Director at: programs@arow-online.org.

Parties interested in advertising on Recycle More Wisconsin, please contact Angie Lemar, Program Director at: programs@arow-online.org.

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About the Associated Recyclers of Wisconsin (AROW)

Founded in 1990, AROW is a 501(c)(3) association representing Wisconsin's recycling, waste reduction and sustainability professionals with members from local government, businesses and non-profit groups. The organization provides leadership through education, advocacy, and collaboration and promotes effective, efficient and sustainable material recovery initiatives. AROW is proud to have received the National Recycling Coalition's Outstanding Recycling Organization of the Year in 2015. For details on AROW, its positions and programs visit www.arow-online.org.