

Sneaker Recycling with Nike Reuse-a-Shoe

Connecticut will remain on the cutting edge as it launches the fourth annual state-wide recycling program for sneakers. The Connecticut Recyclers Coalition (CRC), in partnership with the National Recycling Coalition and Nike, is sponsoring Nike Reuse A Shoe collections at various locations statewide—it is the only statewide collection program in the nation. Connecticut's program runs May 1st through June 30.

This is part of a national recycling program aimed at collecting old, worn out athletic shoes *of all brands* and recycling them into new playground and athletic surfaces. More than 10,000 pairs of sneakers were recycled in Connecticut alone in a recent year.

Sneaker Collection at UConn, Storrs

UConn has joined the challenge of sneaker collection and has already started its program through the EcoHusky Student Group. Almost 32 collection bins have been placed in strategic locations around the campus. This will ultimately be the featured event for UConn's Earth Day celebration, **Sneaker Recycling Expo** on April 22 and will be open to members of the community as well. Their goal is 5,000 pairs, with the program running from March 15 through May 7.

General Collection Information

Residents are strongly encouraged to set up a sneaker collection box in their hometown. We hope to continue the program next spring so save any sneakers from July onward until then!

Regional Drop Off Locations (most locations available from April 1 through June 30, 2006. Please contact the listed individuals for specific information on the location nearest you)

Sotora Montanari	CRRA Visitors Center 211 Murphy Road Hartford, CT 06114	860-247-4280
Lisa Reinhardt	Farmington Valley YMCA 97 Salmon Brook St. Granby, CT 06035	860-653-5524
Alice Gold	Fleet Feet 1003 Farmington Ave. W. Hartford, CT 06107	860-233-8077
Winston Averill	SCRRA Recycling 741 Flanders Rd. Mystic, CT 06355	860-536-6765
Evelyn Golden	Signature Marketing 134 West St. Simsbury, CT 06070	860-658-7172
Mike Zembruski	May 20 th Earth Day Fair McKinley School Town of Fairfield 725 Old Post Road Fairfield, CT 06430	203-256-3023
Michael Bisi	Town of Glastonbury 2340 New London Tpk. Glastonbury, CT 06033	860-652-7772
Sally Crapser	Town of Granby 52 North Granby Rd. Granby, CT 06035 Granby Transfer Station (Sat. only), Old Stagecoach Road	860-653-8960
Ginny Walton	Town of Mansfield 4 South Eagleville Rd. Storrs, CT 06268	860-429-3333

Kim O'Rourke	Town of Middletown 245 Dekoven Drive Middletown, CT 06457	860-344-3526
Gina Chiarella	We Recycle!, Inc. 500 South Broad Street Meriden, CT 06450	203-630-0344
Tim DeVivo	WILLIMANTIC WASTE Final Collection Point Recycling Way Willmantic, CT 06226	860-423-4527
CJ May	Yale University 330 College Street New Haven, CT 06520	203-432-6852

Shoes must be dry, can have laces, and can be any brand. No cleats or street shoes are accepted. As many shoes as can be collected will be accepted at drop off locations. **The final collection point will be Willimantic Waste in Willimantic.** Tim DeVivo of Willimantic Waste has donated his staff's time to pack all shoes into Gaylord containers and prepare them for pick up by Nike. Nike transports the shoes to several production facilities where they are sliced into three separate horizontal layers and then each material is used in a different way towards making a particular playground surface. For a complete description of the process, please visit Nike's web site at www.nikebiz.com/reuseashoe.

Grant Given to Granby Community Playground

As part of their Reuse-A-Shoe collection programs nationally, Nike offers several grants to non-profit organizations for building or refurbishing playground surfaces, athletic fields or sports courts. In June 2004, the Granby Community Playground committee was awarded almost \$8,000 towards its playground. This brand new playground, which was built with hundreds of donations in addition to the Nike grant, was dedicated on Sunday, June 13, 2005 and is designed so that all children can enjoy its benefits. For information on grant applications for this year, please contact Evelyn Golden, Signature Marketing, 860-658-717

About NRC

Founded in 1978, the National Recycling Coalition, Inc. (NRC) is a nonprofit 501(c)(3) organization representing all the diverse interests committed to the common goal of maximizing recycling to achieve the benefits of resource conservation, solid waste reduction, environmental protection, energy conservation and social and economic development. Its 4,000 members include recycling and environmental organizations; large and small businesses; federal, state and local governments; and individuals. The NRC is dedicated to the advancement and improvement of recycling, and also source reduction, composting and reuse, by providing technical information, education, training, outreach and advocacy services to its members in order to conserve resources and benefit the environment. For additional information about the NRC, please visit www.nrc-recycle.org.

About Reuse-A-Shoe

Reuse-A-Shoe collects, slices, and grinds up used (any brand) and defective (Nike only) athletic shoes to make Nike Grind material, which is then used in sports surfaces. Since its inception in 1993, the Reuse-A-Shoe program has recycled more than 13 million pairs of shoes, and has helped donate over 100 athletic courts, tracks, fields and playground surfaces to communities around the world. Nike Grind material from the shoes collected in the pilot year of the Reuse-A-Shoe program with the National Recycling Coalition will be allocated to Nike's licensees—FieldTurf, Rebound Ace, Atlas Track and Connor.

Reuse-A-Shoe is an integral part of Nike's new NikeGO initiative launched in the fall of 2002 to increase physical activity among youth ages 9-15—and give them the means to do it. Programs include the NikeGO Fund, NikeGO After School program, NikeGO Girls program, Reuse-A-Shoe, Bowerman Track Program and numerous field/court and product donations. Through NikeGO, thousands of youth will be encouraged to discover the joy of movement and physical activity in an effort to help lead healthier lives. For more information please visit www.nikego.com and www.nikebiz.com/reuseashoe.

For more information on the **Connecticut Recyclers Coalition** or the "**Sneaker Mountain**" kick-off event, please contact:

C.J. May, President, CRC
Office: 203-432-6852 (Yale Recycling)
Cell: 203-627-2973

For more information on **Connecticut's Reuse-A-Shoe program**, please contact:
Evelyn Golden, Vice President CRC
Office: 860-658-7172 (Signature Marketing, LLC)
Cell: 860-573-7775

For more information on **UCconn's collection program**, please contact:
Kate Waddach, Office of Environmental Policy
Office: 860-486-5773
Cell: 607-339-1692

Information about NIKE or NRC:

National Recycling Coalition, please contact:
Kate Krebs, Executive Director
Office: (202) 347-0450

Nike's program, please contact:
Jill Zanger, Nike, Inc.
Office: 503-532-0316