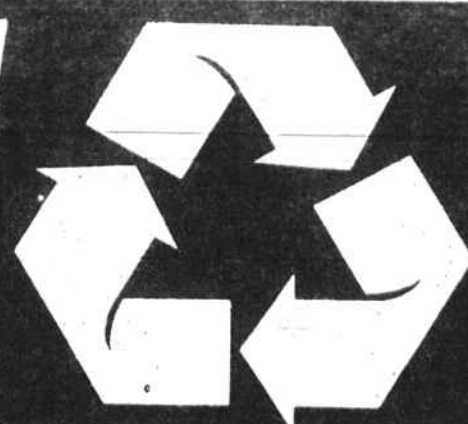


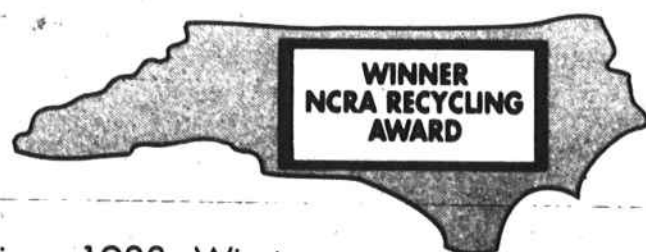
RECYCLE TODAY



CITY OF WINSTON-SALEM AND SARA LEE WIN RECYCLING AWARDS

Residents of Winston-Salem have one more thing to brag about when talking about how great it is to live here. Winston-Salem now has an "award winning" recycling program!

That's right. The City's ambitious and highly effective recycling programs have earned the top award this year from the North Carolina Recycling Association (NCRA).



Since 1988, Winston-Salem has been implementing new recycling, composting, and public education programs to achieve a 25% waste reduction goal set by the State of North Carolina. The City's efforts, along with the help of residents and the business community have paid off. So far, we've seen a reduction in solid waste of more than 21%.

"The City of Winston-Salem was selected to receive this award because they've put into place an exemplary integrated solid waste management system," says Steven Ihnot, the Chairman of the NCRA's Awards Committee. "The City used unique public education programs to involve the community as well."

The City's recycling programs that have contributed to the 21% solid waste reduction include the RECYCLE TODAY curbside recycling program, the recycling drop-off centers at Kroger Stores (Jonestown and University) and the Hanes Mill Road Landfill, the Recycling Station on Silas Creek Parkway, the telephone book recycling program sponsored by Keep Winston-Salem

Beautiful and the recycling of used motor oil and old appliances at the landfill.

And that's not all! The awards committee also took into account the City's other innovative waste reduction efforts, like EnviroFair (Household Hazardous Waste Disposal Day), the City's leaf composting program and the brush chipping operation which produces wood chips used for fuel.

BUSINESS DID ITS PART

Even though the City earned recognition for its recycling and reduction programs, "much of the waste reduction credit, however, goes to local business and industry," said Kay Rogers, the RECYCLE TODAY coordinator.

One local company received credit where credit was due. Sara Lee Corporation received top honors from the NCRA for its outstanding in-house recycling and waste reduction programs.

"Winning the award is a great honor for Sara Lee Corporation," said George Stilphen, marketing manager for Sara Lee Direct. "It serves to remind us that we're doing the right thing for both the environment and the company. We're committed to protecting and enhancing the quality of the environment in which we live and work."

Sara Lee is the 3rd recipient of this distinguished award. Two years ago, Planters LifeSavers was also recognized by the North Carolina Recycling Association for its recycling efforts.

Congratulations to all who've helped to make our City and the workplace more earth friendly. Keep up the good work!

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