

Houston Independent School District Helps Next Generation Recycle Right by Adopting Recycle Across America's Standardized Labels

Minneapolis, MN – October 7, 2014 – Recycle Across America ([RAA](#)) announced today that in an effort funded by a corporate donor (Kiehl's Since 1851), it has donated more than 20,000 standardized labels for recycling bins to Houston Independent School District (HISD).

In a proactive decision to increase *proper* recycling by its students and employees, HISD, the single largest employer in the city of Houston and one of the most heavily enrolled school districts in the country, is joining the national movement toward society-wide standardized labels for recycling bins. RAA's easy-to-understand standardized labels are now displayed on recycling bins throughout HISD schools, athletic facilities and on cafeteria bins. More than 200 elementary schools and 83 secondary schools have received the labels.

"Nationwide, there are now more than 2,000 K-12 schools that have received free standardized labels for their recycling bins," said Mitch Hedlund, Executive Director of RAA. "Alongside proactive organizations like HISD, thousands of leading brands such as Walt Disney World (employee areas), NBCUniversal, Hallmark, Procter & Gamble (in their zero waste certified facilities), Port Authority for NY & NJ airports and transit stations, major universities, National Parks, sports stadiums, small businesses and retailers are also beginning to use the standardized labels. This critical mass is helping to ensure that the next generation – such as the young students of HISD, will be able to recycle more and recycle right wherever they are."

Hedlund added that the standardized label program has been very successful in many other school districts throughout the U.S. including Washington D.C. and San Diego.

"The standardized labels will help our kids – as well as our employees – quickly understand what can be put in the recycling bins around the schools," said Kim Urban, Manager of Accounting Construction and Facility

Services for HISD. "We're working to teach our students good habits when it comes to recycling, and RAA and Kiehl's are making it possible to take that effort to the next level."

"The rapid advancement of this solution in public schools would not be possible without the environmental commitment and philanthropy of corporations such as Kiehl's which enable us to donate the standardized labels to schools," added Hedlund. "Kiehl's, Houston Schools, and thousands of others are quickly beginning to see the correlation between effective and consistent labels on recycling bins and the significant increase in recycling levels and improvement in the quality of materials captured in the bins. And with worldwide waste expected to double in less than 11 years, fixing the public's experience at the recycling bin is a more urgent need than ever."

Recycle Across America (RAA) is a 501(c)(3) non-profit organization, which has developed the first and only society-wide standardized labeling system for recycling bins to help eliminate the public confusion surrounding recycling and to improve the economics of closed loop manufacturing. RAA and the standardized labels have been identified as a *world-changing solution* by *Ashoka* Global Innovators for the Public and are being referred to as "*one of the most important environmental fixes taking root today.*" For more information about RAA's standardized label initiative or its celebrity- and athlete-led 'Let's Recycle Right' campaign, visit www.recycleacrossamerica.org or contact info@recycleacrossamerica.org.

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