



## Recycle Across America Invited to Join 1% for the Planet

*Expanding the Standardized Label Initiative for Recycling Bins  
and the Celebrity-Led **Let's Recycle Right!**<sup>®</sup> Campaign*

**Minneapolis, MN – April 1, 2015** – Recycle Across America<sup>®</sup> ([RAA](#)) announced today that it has been named a nonprofit partner of [1% for the Planet](#) (“1%”), an alliance of over 1,200 member companies in 44 countries that give one percent of revenues to environmental causes.

As a result of the partnership, RAA is now eligible to receive donations from 1% for the Planet member companies, placing them among 1%’s diverse, global network of environmental organizations. 1% member businesses fuel this nonprofit network through their annual contributions, which totaled over \$20 million in 2013. The partnership with 1% is expected to significantly contribute to the pool of funding that RAA can use for advancing their standardized labeling solution for recycling bins and the celebrity-led “Let’s recycle right!” campaign - to make recycling and manufacturing with recycled commodities a valuable societal norm. Additionally, the standardized labeling solution will be introduced to 1% business and non-profit members as a tool to help improve each member’s recycling efforts.

Recycle Across America’s contribution to a healthier planet is a unique and effective one. The organization developed the first and only society-wide standardized labeling system for recycling bins. The labels are proving to help eliminate public confusion surrounding recycling and helping society recycle more and recycle *right*.

RAA now joins the more than 3,600 nonprofits worldwide that are included in the 1% for the Planet network, for whom over \$115 million has been funneled to date.

As of the end of 2014, RAA placed nearly 750,000 of the easy-to-understand standardized labels on recycling bins of some of the most notable brands in the world, as well as at small and middle size businesses, 3,000 K-12 U.S. public schools, universities and public spaces. RAA has a goal to place another two million standardized labels on recycling bins by the end of 2015 with the help of partners such as 1% and their network of environmentally conscientious companies.

“The intent of 1% for the Planet is to help fund these diverse, important environmental organizations like Recycle Across America, so that collectively they can be a more powerful force in solving the world’s problems,” said John Tashiro, Interim CEO of 1% for the Planet. “Recycle Across America’s standardized label solution is a practical tool to measurably improve the environment and is well aligned with the goals of 1% and our members.”

“We’re incredibly excited to work with 1% for the Planet and their network of companies,” said Mitch Hedlund, Executive Director of RAA. “They understand that without standardization, the act of knowing what to recycle at each bin is confusing for the public, which results in millions of tons of garbage being thrown into recycling bins daily crippling the economic viability of recycling and manufacturing. Currently there are many Fortune 500 global brands using the standardized labels and experiencing significant improvement in their recycling programs. The potential funding received from our partnership with 1% will help to advance the solution and the campaign, and broaden our messaging to their caring and progressive partners.”

“We are also extremely grateful to our friends at Participant Media for making the introduction with 1% and always finding ways to build momentum around the *Let’s recycle right!* movement!”

### **About 1% for the Planet**

1% for the Planet is a global network of businesses that donate one percent of annual sales directly to approved environmental and sustainability nonprofit organizations. More than 1200 member companies in 44 countries give back to this big blue planet through over 3600 nonprofit partners. Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, owner of Blue Ribbon Flies, 1% for the Planet helps people buy better products and protect the planet we play on. To date, our network has given over \$115 million back to blue. To learn more go to: [www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org).

### **About Recycle Across America**

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 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-led ‘Let’s Recycle Right’ campaign, visit [www.recycleacrossamerica.org](http://www.recycleacrossamerica.org) or contact [info@recycleacrossamerica.org](mailto:info@recycleacrossamerica.org).

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