

# News Release



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## MACOMB COUNTY RESIDENTS CHALLENGED TO RECYCLE OUTDATED PHONE BOOKS

*Three Macomb County Schools Can Earn Dollars for Recycling*

**STERLING HEIGHTS, MICH., Jan 24, 2011** — As part of the AT&T Real Yellow Pages Project ReDirectory phone book recycling program, the Macomb County Board of Commissioners (through their Green Schools Program initiative) and the City of Sterling Heights are teaming up to provide opportunities for residents and businesses to recycle outdated phone books. Simultaneously, the service will help three Macomb County schools.

The contest is the first of its kind to be held in Macomb County, and it encourages three schools to collect and recycle outdated phone books. Each participating school will have the opportunity to earn money based on the volume of outdated phone books collected between January 24 through March 13, 2011.

A total of \$1,200 donated by AT&T Real Yellow Pages will be awarded to the following Macomb County Green Schools program participants, selected from Sterling Heights based upon their interest in helping the environment:

- Collins Elementary School, 12900 Grand Haven
- Margaret Black Elementary School, 14100 Heritage
- Flynn Middle School, 2899 Fox Hill Dr.

The school which collects the most phone books (by weight) will receive \$500; the second place school receives \$400; and the third place finisher wins \$300.

Waste Management has donated recycling containers and services to the program. Clearly marked collection bins have been placed at each of the three schools and will be picked up on March 13.

Macomb County Commissioners are eager to participate in the program, and excited about what it means for the community.

“This is a tremendous opportunity for everyone to help improve the environment in Macomb County,” Macomb Board of Commissioners Chair, Kathy Vosburg, said. “Recycling is critical to our future, and I hope that everyone will participate in AT&T Project ReDirectory to show support and pride for our schools and our county.”

Outdated directories may also be dropped off at the following Sterling Heights Department of Public Works remote recycling locations, although these directories will not count toward the school totals:

- Sterling Heights DPW site, 7200 18 Mile Road
- 15 Mile Road Site, adjacent to Baumgartner Park
- Clinton River Road Site, 12260 Clinton River Road

“We want to encourage everyone to recycle their outdated directories along with any other recyclable materials they may have,” said Jim Buhlinger, public works manager for the City of Sterling Heights. “We’re very excited about the school challenge and glad to participate in that. I think it’s going to be fun and educational for the students, but I think it’s important for the entire community to get into the swing of going green.”

AT&T is also proud to participate in this important project which further demonstrates its commitment to the area beyond providing communications services.

“This program promotes recycling and environmental awareness in Macomb County,” said Rhonda Erickson, AT&T Advertising Solutions area marketing manager. “Our goal is to bring businesses and customers together to improve the environment and support the communities in which we live, work and play.”

Residents and businesses can call AT&T Project ReDirectory at 1-800-953-4400 to learn how to recycle outdated phone books in their communities.

Combined, AT&T’s print and online products receive more than 5 billion consumer searches a year for local business information, and provide nearly 1 million advertisers with valuable sales leads to help their businesses grow. AT&T Advertising Solutions offers a full suite of advertising

search products that enables businesses and customers to connect anytime, anywhere. In addition to print directories, AT&T provides information through [RealPagesLive.com](http://RealPagesLive.com) and [YP.com](http://YP.com), YPmobile, Digital Express, ATT411, and more.

For more information on the print directory or YP.com, please call AT&T Advertising Solutions at 1-800-343-7390, or visit online at <http://www.adsolutions.att.com>.

#### About AT&T

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**Participating School & Commissioner Contacts:**

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Sterling Heights, MI 48310  
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Margaret Black Elementary School  
14100 Heritage  
Sterling Heights, MI 48312  
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Located in District 4, represented by Macomb County Commissioner David Flynn  
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