

News Release



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MACOMB COUNTY/STERLING HEIGHTS STUDENTS COLLECT NEARLY 29 TONS OF RECYCLED PHONE BOOKS THROUGH AT&T PROJECT REDIRECTORY SCHOOL CHALLENGE

Collins Elementary School Takes Top Prize

STERLING HEIGHTS, MICH., April 11, 2011 — In an effort to teach students about the importance of recycling and raise environmental awareness, Macomb County/Sterling Heights-area schools participated in AT&T's Project ReDirectory school challenge, collecting 28.57 tons of outdated telephone books. Nearly 16,000 directories were collected for an average of 9.52 tons per participating school.

AT&T Real Yellow Pages, in conjunction with Macomb County Michigan Green Schools, the city of Sterling Heights and Waste Management, conducted the phone book recycling program from January 24 to March 13.

"I am excited about the results of this recycling effort, and appreciative of all the students and parents who worked hard to promote recycling in Macomb County," said Kathy Vosburg, Chair of the Macomb County Board of Commissioners. "I am also so impressed with the manner in which everyone embraced this project and made it successful."

Collins Elementary School students took first place honors winning \$500 by collecting almost 7,300 directories (more than 13 tons). Other winners include:

- Margaret Black Elementary School — 5,200 directories or 9.44 tons for \$400
- Flynn Middle School — 3,300 directories or 5.94 tons for \$300.

The winners will receive their awards April 11 at the Macomb County Green Schools award presentation.

“Teaching our children the importance of being green is essential to our future, and I congratulate the winning schools and everyone who worked hard to improve our community through this project,” said Jim Buhlinger, public works manager, City of Sterling Department of Public Works.

Community Relations Representative for Waste Management Patrick Greve, congratulated all the participants. Waste Management supported the program by providing free recycling containers and services.

“The challenge was fun for the students and instilled the importance of recycling in the management of our solid waste stream,” Greve said.

Charlotte Shepherd, AT&T Advertising Solutions environmental issues manager also commended and thanked the participants.

“We’re very proud of the role AT&T plays in improving the environment, and it’s wonderful to see these students, teachers, parents, and families getting excited about recycling and other environmental sustainability efforts that will benefit us all in the long term,” she said.

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.

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