

News Release



For more information, contact:

Macomb Co. Green Schools Program:
Macomb County BOC: Patti Dib
Office: 586-496-6468
patti.dib@macombcountymi.gov

Synergy Environmental: Mike Logan
Office: 866-872-7450
Cell: 810-624-3294
mikelogan@synergy-env.com

AT&T: Jermaine Spight
Sr. Public Relations Manager
Office: (313) 223-7779
Jermaine.Spight@att.com

SIX AREA SCHOOLS COMPETE TO EARN CASH PRIZES AS SECOND ANNUAL PHONE BOOK RECYCLING PROGRAM BEGINS

Students Hope to Exceed Last Year's Total of 28.57 Tons Collected

MACOMB COUNTY, MICH., Jan. 25, 2012 – The second annual AT&T Project ReDirectory phone book recycling campaign is now underway until March 12, with even more schools joining the contest to recycle outdated telephone directories this year.

The program, a combined effort of the Macomb County Green Schools Program, Synergy Environmental, and AT&T, saw just three schools collect nearly 16,000 outdated directories (or 28.57 tons) last year, and with three additional schools participating this year, organizers hope to exceed that amount.

"This is a good, hands-on way to teach students what a positive impact recycling can have, while providing a useful service to residents at the same time," said Kathy D. Vosburg, Chair of the Macomb County Board of Commissioners. "I was very pleased at the response to this recycling effort last year, and I'm confident we'll recycle even more directories this year."

Prizes will be awarded to each of the schools based on the weight collected, with \$500 going to the school collecting the most directories, \$400 for second place, \$300 for third place, and \$100 for fourth through sixth place.

--- more ---

"The program was such a success last year in Sterling Heights that I am happy we are now able to also offer this opportunity to the students at two of our Warren schools," said Macomb County Commissioner Toni Mocerri. "I hope communities throughout the county will support all the schools, and help make the program another success."

Synergy Environmental has donated the recycling collection bins and services at these six schools:

- Carlton Middle School, 8900 15 Mile Road, Sterling Heights
- De La Salle Collegiate High School, 14600 Common Road, Warren
- Flynn Middle School, 2899 Fox Hill Drive, Sterling Heights
- Holden Elementary School, 37565 Calka Drive, Sterling Heights
- Pearl Lean Elementary School, 2825 Girard, Warren
- WCS Career Prep Center, 12200 15 Mile Road, Sterling Heights

AT&T Real Yellow Pages directories are made from recycled paper waste and wood fiber waste such as sawdust and wood chips left over from lumber processing operations. Residents and businesses can call AT&T Project ReDirectory at 1-800-953-4400 for information about recycling outdated phone books in this community.

About Michigan Green Schools

The Michigan Green Schools Program is a fun, educational initiative which encourages students to participate in activities that are good for the environment and promote energy efficiency and savings. The 2010-11 program cycle had 101 Macomb County schools earning "Green" status; of those, 32 also achieved "Emerald;" and 36 also achieved "Evergreen" status.

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by *FORTUNE*® magazine.

Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>. This AT&T news release and other announcements are available at <http://www.att.com/newsroom> and as part of an RSS feed at www.att.com/rss. Or follow our news on Twitter at [@ATT](https://twitter.com/ATT). Find us on Facebook at www.Facebook.com/ATT to discover more about our consumer and wireless services or at www.Facebook.com/ATTSmallBiz to discover more about our small business services.

© 2011AT&T Intellectual Property. All rights reserved. Mobile broadband not available in all areas. AT&T, the AT&T logo and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies.

About Synergy Environmental

Synergy Environmental has provided superior waste management services since it opened its doors in 2001. Its core business has always been roll-off boxes, dumpsters and compactors; however, the recent expansion of its recycling services and Phase I Environmental Assessments has broadened its scope of work. Synergy also offers comprehensive waste audits for multiple facilities. Waste audits can reduce the amount of waste produced and increase recyclables and reusables. Please visit their website at: www.synergy-env.com.