



News Release

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## **Suffering from a Decline in Recycling IQ? Get Your Own Personal [Recycle Coach](#)**

Are plastic bottles caps recyclable? Can you put a broken glass jar in your recycling bin? If you're not sure if something is accepted in your local program, is it okay to put it into your recycling?

Sure, everyone knows metal cans and newspapers are accepted in local recycling programs, but what about those new stand up plastic pouches? What about foil chip bags?

Finding answers to recycling questions fast is sometimes tough. Information, if it exists at all, is often buried pages deep on websites. And as a society, we are conditioned to the five second rule. If we can't get an answer almost instantly we make a decision, right or wrong, and move on.

"We believe most people support recycling and are trying to do the right thing. But with the complexities of new types of packaging and the negative impact of putting the wrong items in recycling, it's harder than ever to know what to do. We're all suffering from a general decline in recycling IQ," said Creighton Hooper, CEO and president of Municipal Media, a recycling educator that has launched a website that gives people their own personal recycling coach.

[RecycleCoach.com](#) helps people be better recyclers by giving them free access to specific information about recycling in their communities, plus personalized collection schedules and email notifications reminding them when their next collection day is, or when a special collection day for household hazardous waste or e-waste collection is taking place.

Information about recycling in more than 5,000 municipalities in the U.S., Canada and Australia is already available. Some municipalities are fully built out with collection schedules, notification systems and a 'what goes where' search tool. Others require a small number of people to sign up for information before the full range of services will be available. As soon as enough people sign up, they're notified that their community information has been completed and they can get personalized information about their recycling program.

Signing up for a personal recycling coach is free at [RecycleCoach.com](#).

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### **About [RecycleCoach.com](#)**

Recycle Coach comprises a small group of committed individuals who have been working for 15 years to improve communications between municipalities and residents about recycling. Our goal is to help people be better recyclers. We've launched [RecycleCoach.com](#) to help bridge the gap between what local governments are able to do, and what residents need in order to be better recyclers. [RecycleCoach.com](#) provides free online reminders that residents set themselves and information about recycling in their municipalities.