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PRESS RELEASE

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**RESPECT YOUR GEAR. PROTECT YOUR PLANET. SNOW SPORTS
RECYCLING PROGRAM AT RECYCLE UTAH**

PARK CITY, UTAH – “Every type of ski, every ski pole, every ski boot, helmet and goggle ever made by man is either hiding in storage or buried in the landfill. Wherever it might be, it’s still around. It’s not going anywhere. “ says Insa Riepen , Executive Director of Recycle Utah.

Recycle Utah announced this week that a new pilot program to collect and recycle all sorts of used ski and snowboard equipment will start immediately. While reuse is always better than recycling--think Ski Swap-- there comes a time when skis are no longer safe to use, when poles are totally bent and helmets are not safe to wear anymore. It’s time to get rid of the stuff. Recycling has not been possible in Utah until now.

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In 2008 the SIA, Snowsports Industries America, started a recycling program in Colorado. Now Recycle Utah has combined resources with the SIA and is offering the first ever Snow Sports Recycling Program in Utah.

The pilot program will run from April 1st until May 15th, 2011. Drop off your skis- any type with bindings, ski poles, ski boots with liners, helmets and goggles, as well as snowboards and boots at the drop off center at 1951 Woodbine Way. There is no charge to drop off but a donation of \$1 per item is appreciated to cover shipping costs.

Recycle Utah will collect the equipment, separate all items and cut some of it to fit into shipping containers. All materials will be shipped to Waste-not, a Colorado firm, to be shredded into a fine powder. This powder will then be used as core material for future skis, decking, flooring and even furniture.

The goal of the SIA's program is to fight climate change by working with specialty shops and suppliers to keep equipment out of landfills. The SIA will work with local merchants to get the equipment back to our community. Recycle Utah will gladly accept any amount of equipment during the pilot program. If the program works, it will be repeated before the resorts open next season.

Respect your gear. Protect your planet. Start recycling your old equipment now.

Recycle Utah is Park City's only non-profit community drop off recycling center providing resource re-allocation for more than 50 different items and a variety of conservation and educational programs for Summit and Wasatch

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Counties. For more information on how you can become a donor, bin sponsor or volunteer. please call Recycle Utah at 649-9698 or go to www.recycleutah.org.

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