



Downtown Alliance Media Release

For immediate release

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Kicking Your Glass Habit

New program encourages downtown businesses to recycle glass and save money

Salt Lake City – Mayor Ralph Becker announced a new glass recycling program for local businesses today, helping the downtown community kick off a New Year’s resolution to be more environmentally conscious.

“This program is a positive step in diverting recyclable waste from the landfill and moving us forward as a sustainable city,” said Mayor Becker. “I commend the downtown businesses that have stepped up to the plate to participate as partners in the stewardship of our community.”

The new program will be offered by Momentum Recycling, LLC and is being sponsored by the Downtown Alliance for restaurants, hotels, bars and other businesses in the Central Business District. The Mayor was joined by members of downtown’s business community and by Salt Lake City Council Member Luke Garrott who represents the central city.

“I’m pleased to be a part of an important step in expanding our recycling capabilities in Salt Lake City,” said Councilman Garrott. “We are in the middle of a paradigm shift, and I’m pleased to be working with other Salt Lake City leaders in offering our businesses real recycling choices.”

The program capitalizes on the close proximity of restaurants, bars and other glass consuming businesses in the Capital City’s downtown. Momentum Recycling will pick up and deliver all glass to The *Glass Recycling Group (GRG)* which supplies crushed glass to Owens Corning to manufacture fiberglass insulation.

Removing heavy and voluminous materials from the waste stream can dramatically reduce the cost of landfill waste hauls. In addition to collection service, Momentum provides consultation on waste reduction, recycling training for clients, promotion of clients’ commitment to minimizing their organizations’ impact on the environment, quarterly diversion rate estimates and a quarterly newsletter.

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““We are excited to see more and more businesses that recognize that a green image is not only a useful marketing tool, but that taking steps to make your business more eco-friendly can also be good for your bottom line,” said Kate Whitbeck of Momentum Recycling.

Organizers say they would like to have 20 to 30 local businesses participate in the first phase of the program. Squatters, Tin Angel, Takashi, Settebello, Café Molise, Martine, Red Rock Brew Pub, the Alta Club, the Hilton Downtown, Marriott Downtown and Hotel Monaco have all agreed to help launch the program.

“Downtown is committed to finding innovative ways to promote environmental sustainability,” said Jason Mathis. “This new program is the right thing to do for the environment and for the bottom line of local business. We applaud Momentum, local businesses and our city officials for making this new glass recycling project a reality.”

The Downtown Alliance is dedicated to building a dynamic and diverse community that is the regional center for culture, commerce and entertainment. For more information, visit downtownslc.org.

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