

FOR IMMEDIATE RELEASE

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City of Asheville
Public Works Department

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2011 Telephone book recycling drive

The City of Asheville and Curbside Management are please to announce the 2011 Telephone Book Recycling Drive supported by AT&T Project Redirectory!

Residents are encouraged to "Throw the Book at Us" by bringing their used telephone books to any of the eleven (11) Asheville Area Community Recreation Centers between July 7th through August 18th.

The Recreation Center that collects the most used telephone books wins a \$500 cash prize for their center!

AT&T Real Yellow Pages are 100% recyclable content and are made from an average 40% recycled, post-consumer content. The paper is made from recycled paper waste and wood fiber such as sawdust and wood chips that would otherwise go unused. Recycled phone books are made into useful products such as insulation, roofing singles, animal bedding and new phone directories.

For the closest Recreation Center please visit
<http://www.ashevillenc.gov/departments/ParksRCA>

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