News Release

For Immediate Release
Contact: Jennifer Killinger (202) 249-6619
Email: jennifer_killinger@americanchemistry.com

August 7, 2012

GAME APP BIN IT! REWARDS PLAYERS WITH REAL WORLD PRODUCTS FOR VIRTUAL PLASTICS RECYCLING

Plastics Make it Possible® Teams Up With Recyclebank® and Earth911 to Make Plastics Recycling More Rewarding than Ever

Washington, D.C. (August 6, 2012) – A newly updated game app for plastics recycling now rewards players with real world products for virtual plastics recycling. Plastics Make it Possible®, the creator of the popular Bin It! app, has teamed up with Earth911, host of the nation’s largest recycling directory, and Recyclebank®, the company that rewards people’s everyday green activities with discounts and deals from local and national businesses, to encourage consumers to recycle more. Now, anyone who recycles virtual plastic bottles on the Bin It! app can win real world rewards from Recyclebank, such as clothing, food, and beauty supplies.

Recyclebank points accumulate with every plastic item that makes it into the bin. During the eight-week partnership, each player can earn up to 65 points, redeemable for savings on products from Recyclebank’s hundreds of reward partners in more than 10 categories, including food and beverage, health, beauty, and home.

“Bin It! is a really fun game – we’re hoping it will get people hooked on plastics recycling and remind them to ‘bin it’ at home, at the office, and wherever life takes them,” said Steve Russell, vice president of plastics for the American Chemistry Council, which sponsors the Plastics Make it Possible® initiative.

“Our partnerships with Recyclebank and Earth911 help educate consumers about how and where to recycle and offer tangible rewards to people who learn about recycling through the app.”

Recycled plastics today are being used to make a wide variety of useful products, from T-shirts to garden planters to furniture. New technologies allow recycling centers to process a broader range of plastics than ever before, which creates a growing amount of recycled plastics for making new consumer goods. These sustainable plastic products help divert valuable materials from landfills, thus closing the recycling loop.
“Recyclebank realizes that to make a measurable environmental impact, we need to motivate millions to act in ways that create a more sustainable future,” said Ali C. Mirian, Recyclebank Ecosystem general manager. “With partners like Plastics Make it Possible® to encourage more plastics recycling, we can mobilize a massive network of people to make more sustainable choices. At Recyclebank, we are dedicated to showing consumers that leading an eco-friendly lifestyle is easier than they may think. In a fun and engaging way, Bin It! emphasizes the importance of recycling while encouraging consumers to recycle plastics.”

“Recycling can be fun and rewarding, and we hope Bin it! will inspire users to remember to take the same steps in their everyday lives,” said Raquel Fagan, vice president of media for Earth911. “Recycling every possible piece of plastic needs to be the norm, and there’s nothing like an addictive game to help you remember the recycling bin each time you’re done using these materials – at home or on-the-go. Visit Earth911.com to learn more about specific recycling programs in your area and to access its comprehensive recycling directory with information on how and where to recycle a variety of different products. In addition to plastic beverage bottles (and caps), many recycling programs also collect plastic containers and lids, such as those from cottage cheese, yogurt, or margarine. It’s also easier than ever to recycle plastic bags and wraps, which are accepted for recycling at more than 12,000 grocery and retail store locations nationwide.

The Bin It! app can be downloaded free for iPhone, iPod, and iPad through the iTunes app store. For more information on plastics recycling, visit http://plasticsmakeitpossible.com/category/living-green/recycling-reusing/.

**About Plastics Make it Possible®**
Plastics Make it Possible® highlights the many ways plastics inspire innovations that improve our lives, solve big problems, and help us design a safer, more promising future. This initiative is sponsored by the plastics industries of the American Chemistry Council. For more information, visit www.plasticsmakeitpossible.com, check out our Facebook page and follow us @plasticpossible on twitter at www.twitter.com/plasticpossible.

**About Recyclebank**
Recyclebank helps create a more sustainable future by rewarding people for taking everyday green actions with discounts and deals from more than 3,000 local and national businesses. Through its online platform and partnerships with municipalities, haulers, small businesses, and corporate brands, Recyclebank is empowering individuals to make a collective impact on the environment by increasing household recycling, reducing household energy usage, and taking other environmentally-preferred actions. A Certified B Corporation, Recyclebank has been recognized as a Technology Pioneer by the World Economic Forum, a Champion of the Earth by the United Nations Environment Programme and for Outstanding Excellence in Public/Private Partnerships from the U.S. Conference of Mayors. Recyclebank is headquartered in New York City. For more information, visit www.Recyclebank.com.

**About Earth911**
Earth911 gathers, distributes and analyzes localized recycling information to assist manufacturers, organizations and consumers with product end-of-life solutions. Working to increase the recycling and disposal of consumer goods since 1991, Earth911’s services enhance and support companies’ responsible waste initiatives. The Earth911 Recycling Directory is the largest and most accurate in the nation, with more than 1.5 million ways to recycle more than 300 types of materials. Follow @Earth911 and like Earth911 on Facebook at http://www.facebook.com/earth911 to learn more.