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Contact: Nate Kaplan-(213) 473-7011

**ROSENDAHL TEAMS WITH COMMUNITY,
AMERICAN CHEMISTRY COUNCIL TO INCREASE RECYCLING IN
BRENTWOOD**

Rosendahl Leads Effort to Put More Recycling Bins in Public Spaces

LOS ANGELES –Los Angeles City Councilmember Bill Rosendahl, the American Chemistry Council (ACC) and the Brentwood Village Chamber of Commerce today unveiled a new program that gives Brentwood Village residents and businesses more access to recycling opportunities, helping to keep plastics and other products out of the waste stream and in recycling bins.

The bins are placed at strategic locations throughout Brentwood Village area, in Rosendahl's district, to increase the recycling of plastics and other items and to help eliminate waste in our landfills and protect our environment.

In April, Rosendahl joined community leaders in the Pacific Palisades to celebrate the installation of the City's first "Blue Bin" recycling container on a public sidewalk at the Pacific Palisades Village Green. In June, he installed the first 12 recycling bins on the Venice Boardwalk, between Venice Boulevard and Rose Avenue, in an effort to divert tons of material from landfills and to keep litter out of the ocean.

Rosendahl said, "This innovative partnership demonstrates how government and the private sector can work together to find solutions to pressing environmental problems. Recycling in public spaces is absolutely necessary to conserve the planet's limited resources and reduce our dependence on landfills. The merchants of the Brentwood Village have made great strides to empower their customers to make more environmentally conscious choices."

The installation of the recycling bins is part of the citywide strategy to implement LA's Zero Waste Plan. The plan's objective is to provide sustainability, resource conservation, source reduction, recycling, renewable energy, maximum material recovery, public health and environmental protection for solid waste management planning through 2030.

"Too much plastic – including many readily recyclable products – is ending up as litter on our beaches, in our waterways and in our neighborhoods," said Steve Russell, managing director of ACC's Plastics Division. "We know Californians want to recycle more. This opportunity to work with the Councilman Rosendahl, the City of Los Angeles and the Chamber of Commerce highlights our commitment to working with government, nonprofit groups and other recycling partners, to help make our environment cleaner for the future of California."

Chrysalis Enterprises, a non-profit organization that helps homeless individuals achieve self sufficiency through employment, will collect the recyclables and maintain the bins at no cost to the City. This partnership is funded through a grant from the American Chemistry Council to purchase and install the bins, and the revenue from the sale of the recyclable materials helps underwrite Chrysalis' maintenance costs.

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