

Sample Press Release

(YOUR COMPANY NAME HERE) STANDS UP FOR INDUSTRY SAFETY BY PARTICIPATING IN NATIONAL SAFETY STANDDOWN.

Enhanced commitment to best practices, education and training will contribute to improved safety for workers

(YOUR CITY HERE)—February (XX), 2018—(YOUR COMPANY NAME HERE) announced today that it has joined the 2018 NWRA Safety Stand Down, an initiative of the National Waste & Recycling Association (NWRA.) This week-long training and awareness effort is focused around reducing accidents, fatalities and injuries related to truck backing incidents which represents a common challenge for the industry.

The NWRA Safety Stand-Down on vehicle backing runs the week of February 12-16, 2018. **(YOUR COMPANY NAME HERE)** is a member of NWRA's **(CITY or STATE)** Chapter and shares NWRA's commitment toward significantly improving safety for the waste and recycling industry.

Participation in the stand down means that **(name of company)** has joined with waste and recycling companies across the country to commit to:

1. Conducting a risk assessment at job sites and review safety policies and procedures for backing.
2. Review company policies, procedures, consider enhancements, and then training employees on any changes.
3. Posting Stand Down materials to the company website, in employee meeting rooms and on social media sites.

“We are proud to participate in this nation-wide effort as we come together to ensure that our workers, customers and community are all safe,” said **(NAME OF SPOKESPERSON/LEADER), (TITLE)** of **(COMPANY NAME)**. “Through training, effective communications and heightened awareness we are committed to helping improve safety across our industry.”

NWRA has made safety its top priority, a pledge shared by its member companies. This Stand Down is positioned to provide participating companies with the tools, guidance and support necessary to move the needle on backing incidents.

“We are proud of the commitment of our members to work together to raise the bar for safety in our industry,” said Darrell Smith, CEO and President. “We recognize the need and are striving to make a real difference in keeping our workers and the people they serve safe.”

The Stand Down brings together companies and interested parties throughout the nation to raise awareness and standards for safety by following sound safety practices and by sharing experiences and solutions. Additional details about the Stand Down can be found

at: <https://wasterecycling.org/safety/safety-stand-down>. The Safety Stand Down effort is using the social media hashtag **#StandForSafety2018**.

In 2018, Darrell Smith, NWRA CEO and President issued a call to action on safety for the industry to work toward significantly reducing injuries and fatalities in waste and recycling facilities as part of a comprehensive, data-driven and multifaceted initiative. NWRA is making in-house experts available to member companies to assist in adapting best practices to their individual facilities and implement them accordingly.

As the designated Secretariat for ANSI Standards for the waste and recycling industry for more than fifty years, NWRA also coordinates the ongoing development of new and revised standards for both equipment and protective gear.

ABOUT NWRA

The National Waste & Recycling Association is the leading organization providing leadership, advocacy, research, education and safety expertise for the waste and recycling industries. NWRA advocates at the Federal, State and Local levels on all issues of importance to our member companies as they provide safe, economically sustainable and environmentally sound services to communities in all 50 states and the District of Columbia.

Contact:

(YOUR COMPANY'S POINT PERSON ON THIS MATTER)

(THEIR EMAIL ADDRESS)

(THEIR PHONE NUMBER)