

# PRESS RELEASE



For Immediate Release  
Contact: Neil Rhein  
Tel: 508-320-8621  
Email: [neil@keepmassbeautiful.org](mailto:neil@keepmassbeautiful.org)

## **National Waste & Recycling Association Begins Partnership with Keep Massachusetts Beautiful** *Financial Contribution Will Support 2018 Great Massachusetts Clean Up*

Mansfield, MA (December 12, 2017)— For the first time, the National Waste & Recycling Association (NWRA) is supporting efforts to reduce littering, improve recycling, and beautify Massachusetts. The NWRA recently signed on as a local sponsor of Keep Massachusetts Beautiful and made a \$10,000 contribution to help fund Keep Massachusetts Beautiful's programs, including the 2018 Great Massachusetts Clean Up in the spring.

“This funding from the NWRA is critical to our efforts to grow our network of local chapters across the state,” said Neil Rhein, founder and executive director of Keep Massachusetts Beautiful (KMB). “Expanding our footprint will help us recruit more volunteers and resources to help us fight litter, promote responsible waste management, and educate the public.”

“Our Massachusetts-based recycling and waste management company members are excited about partnering with Keep Massachusetts Beautiful,” said Steve Changaris, the NWRA's Massachusetts Chapter Director. “We share a common goal of educating Massachusetts residents and businesses about best practices for managing waste, increasing recycling rates, and protecting the Massachusetts environment by preventing and cleaning up litter. The Massachusetts chapter is proud to support KMB and their 2018 Great Massachusetts Clean Up. While this is the first time we have contributed to KMB, we look forward to supporting their work.”

To achieve its mission of a cleaner, greener Massachusetts, Keep Massachusetts Beautiful is coordinating with local and state government leaders and volunteers to organize and promote the 2018 Great Massachusetts Cleanup in April 2018. Cleanup Captains, individual volunteers, and businesses can register at [www.keepmassbeautiful.org/2018GMC](http://www.keepmassbeautiful.org/2018GMC).

Keep Massachusetts Beautiful is also looking to partner with Massachusetts businesses that are passionate about community service and protecting the state's natural beauty.

“We believe that, on the whole, Massachusetts businesses can do more to help reduce litter and plastic pollution,” said Rhein. “Investing more resources in environmental education, litter prevention, enforcement, and cleanup will result in a cleaner, more attractive landscape. That's not only good for Massachusetts residents, but it's good for our state's tourism industry and our economy.”

To learn more about the Keep Massachusetts Beautiful and the Great Massachusetts Cleanup, visit [www.keepmassbeautiful.org](http://www.keepmassbeautiful.org).

### **About Keep Massachusetts Beautiful**

Keep Massachusetts Beautiful is taking action to make Massachusetts a cleaner, greener, place to live, work, and play. Learn more at [www.keepmassbeautiful.org](http://www.keepmassbeautiful.org).

### **About the National Waste & Recycling Association**

The National Waste and Recycling Association represents the private sector waste and recycling services industry. Association members conduct business in all 50 states, and include companies that manage garbage, recycling and medical waste, equipment manufacturers and distributors, and a variety of other service providers. For more information about NWRA, please visit [www.wasterecycling.org](http://www.wasterecycling.org).

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#### **Contact:**

Neil Rhein

Tel: 508-320-8621

Email: [neil@keepmassbeautiful.org](mailto:neil@keepmassbeautiful.org)

Website: [www.keepmassbeautiful.org](http://www.keepmassbeautiful.org)

**CONTACT US**

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@wasterecycling  
[wasterecycling.org](http://wasterecycling.org) • 202-244-4700  
[info@wasterecycling.org](mailto:info@wasterecycling.org)  
1550 Crystal Drive, Suite 804 Arlington,  
VA 22202