

Place your organization logo here & delete this placeholder box.



For Immediate Release
[DATE]

Contact: [NAME]
[TITLE/DEPARTMENT]
[PHONE NUMBER]
[EMAIL]

**[YOUR ORGANIZATION NAME] NOW ACCEPTS
DISCARDED MATTRESSES & BOX SPRINGS FROM PUBLIC FOR FREE**
*Becomes Collection Site for Connecticut's Bye Bye Mattress
Recycling Program*

[YOUR CITY], CT – [Your organization name] has joined a growing list of Bye Bye Mattress recycling collection site participants. Beginning [your collection start date], [facility name] will accept old mattresses and box springs from the public for free. Individuals may bring their items to [facility name] located at [facility address] during the following hours of operation: [hours open to public]. [Insert any other additional details about your site or participation]

Please visit www.byebyemattress.com to find a statewide directory of participating mattress collection locations.

Bye Bye Mattress is administered by the Mattress Recycling Council (MRC), a non-profit organization created by the mattress industry to develop and manage the Connecticut mattress recycling program required by Connecticut Public Act 13-42 enacted in 2013. MRC is accountable to Connecticut's Department of Energy & Environmental Protection.

A mattress recycled through the Bye Bye Mattress program is broken up into four main components – steel, foam, wood and fibers. These are used to make new products like carpet padding, steel products, filters and automotive insulation.

[Insert a quote from your organization's leadership or a local official]

The program is funded through a \$9 recycling fee that is collected when a mattress or box spring is sold in Connecticut. Consumers will notice this fee as a separate line item on their receipt. The fee is used to pay for collecting, transporting and recycling discarded mattresses.

“The mattress industry has experimented for decades with identifying responsible ways to manage old mattresses and box springs. A lack of convenient and no-cost collection options has been a persistent obstacle.” said Ryan Trainer, president of MRC and the International Sleep Products Association. “Partnerships with solid waste facilities help Bye Bye Mattress make recycling used mattresses accessible and easy for Connecticut residents.”

MRC also operates Bye Bye Mattress in California, and will soon launch in Rhode Island. To learn more about Bye Bye Mattress visit www.byebyemattress.com.

About [Your Organization]

[Insert your organization’s boilerplate]

About Bye Bye Mattress

Bye Bye Mattress is Connecticut’s mattress recycling program. Established by law and operated by the non-profit Mattress Recycling Council, the program uses a recycling fee collected on each mattress and box spring sold to state residents to make recycling easier in our communities. Whether a city picks up your discarded mattress, a retailer takes it back with your new purchase, or you drop it off, the Bye Bye Mattress program diverts your old mattress from waste to recycling. Now, our landfills will be less crowded as old mattresses are recycled into new, useful products. Visit www.byebyemattress.com or call 1-855-700-9973 for more information or connect with us on Facebook or Twitter.

About Mattress Recycling Council

The Mattress Recycling Council is a non-profit organization formed by the mattress industry to operate recycling programs in states which have enacted mattress recycling laws – Connecticut, California and Rhode Island. Each state’s program is funded by a recycling fee that is collected when a mattress or box spring is sold. The fees pay for the collection, transportation and recycling of the mattresses. To learn more, go to www.mattressrecyclingcouncil.org or connect with us on Facebook, Twitter, Google+ and YouTube.

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