



**For Immediate Release**  
Monday, April 20, 2015

**Contact: Susan Wilcox Olson**  
231-590-5930 [susan@cherryfestival.org](mailto:susan@cherryfestival.org)

## *Recycling Takes Off at TVC*

(Traverse City, MI) - TVC the gateway to our northern Michigan region is representing and offering the highest level of resource recovery that is available in our area. TVC serves local residents, many of whom are recycling at home and now will have access to that same service when flying TVC. Visitors and business travelers are often committed to recycle where they live and appreciate the opportunity to do the same when flying in and out of TVC. Cherry Capital Airport now serves as a model for public space recycling within our community.

Currently, there is a strong impetus for improving Michigan's recycling rate from the highest levels – the goal of Governor Snyder is to double the Michigan recycling rate from approximately 15% to 30%. This attention and effort is needed because Michigan, once a leader in resource recovery with the early adoption of a bottle bill, now lags behind the recycling rates of surrounding Great Lakes states and the country. Strong recycling activities have a positive effect on multiple layers within a community's economy; from jobs to entrepreneurial activities, business development and attraction of manufacturers looking for recycled content for their products. There is momentum and support for recycling in Michigan right now, as demonstrated by support for increased staffing for recycling at the DEQ, grant funding to increase access to recycling, and the Governor's Recycling Summit scheduled for May 5 at the annual Michigan Recycling Coalition conference in Kalamazoo this year.

-MORE-

## Page 2 of 2, RecycleSmart at TVC

TVC was approached by Grand Traverse County RecycleSmart last fall to discuss the resources that might be needed to implement an airport-wide recycling program and how a partnership could achieve this goal. A specific project plan was outlined in December of 2014 and in order to be successful, the project required:

- Support and commitment from TVC leadership, including management and the airport commissioners – this support to go forward on the project was there from the beginning
- Support and commitment of the management and staff for airport tenants, including TSA-DHS, Cherry Country Traditions Gift Shop and its Bakery Café, Delta Air Lines, United Airlines, American Airlines, Avis, Budget, National Enterprise, Hertz, and Advance Security
- Agreement by the hauling contractor, American Waste, to provide recycling dumpsters and hauling services
- Receptacles and labelling for receptacles to differentiate waste and recycling. Receptacles were needed both in areas used by the traveling public and in TVC management offices, tenant offices and operational areas
  - RecycleSmart provided an additional 8 public space receptacles, allowing for paired waste and recycling throughout the public areas.
  - RecycleSmart also provided several bins for the non-public areas
- Educational sessions to ensure that staff and tenants understood the changes to the waste system and were well informed about the most current and accurate recycling information
  - Two large staff/tenant training sessions were held that included RecycleSmart staff and American Waste staff presenting information and the high-tech recycling that is available locally at the American Waste Materials Recovery Facility on Hughes Drive
  - RecycleSmart also discussed the project overview and provided recycling education in smaller sessions and individual discussions

Each element of the plan has been completed and the project has recently been fully implemented, during the first few weeks of April.

RecycleSmart will also be performing assessments over the next several months to determine a measurable waste diversion value and to ensure that labeling is effective for the public to understand the proper management of materials for disposal.

FLY SMART! RECYCLE SMART! TVC – Your Smart Choice! To learn more about TVC – Cherry Capital Airport visit [www.tvcairport.com](http://www.tvcairport.com) and to learn more about Grand Traverse County and Recycle Smart visit [www.recyclesmart.info](http://www.recyclesmart.info) .

# # #