

Carton Council Press Release Template for Communities

Food and Beverage Carton Can Now Be Recycled in [Insert Locality/City Name]



City, State [INSERT DATE] - [Insert locality/city name] is proud to announce that food and beverage cartons can now be recycled. The city aims to further boost recycling rates by accepting food and beverage cartons, which are made primarily of paper and are used to package things like milk, juice, soup, broths, beans and creamers.

[INSERT QUOTE FROM LOCALITY OR ORGANIZATIONAL OFFICIAL ABOUT HOW THIS WILL BENEFIT RESIDENTS AND/OR WHY THE LOCALITY/CITY CHOSE TO COMMIT TO THIS SUCH AS:] The [locality/city]'s recycling rate of [xx] percent is well ["above" or "below"] our goal to reach [xx] percent recycling rate. Carton recycling is one way the city can help ["get closer to meeting" or "go above and beyond"] this goal.

Recycling food and beverage cartons is easy: You can keep the cap on and there's no need to flatten or crush the carton. Simply empty the carton, toss it in your recycling bin with other recyclable containers and then take your recycling bin to the curb on recycling day.

Recycling cartons conserves natural resources reduces landfill waste and provides feedstock to make new materials, contributing to a circular economy. Paper produced using recycled fibers creates 35% less water pollution and 74% less air pollution than paper produced using virgin fibers. Cartons are recycled to make everyday products such as tissues, office paper as well as sustainable building materials.

[Insert locality/city name] partnered with the organization Carton Council to bring carton recycling to the area.

“We are committed to growing recycling in the U.S. and are excited [insert locality/city name] can now recycle the cartons they use every day like milk, orange juice and broth,” said Larine Urbina, vice president of communications at the Carton Council, a group of carton manufacturers united to expand carton recycling in the United States through strong private-public collaboration. “We are excited and encourage the residents of [insert locality/city name] to recycle all of their cartons.”

About the Carton Council

The Carton Council is composed of four leading carton manufacturers, [Elopak](#), [Pactiv Evergreen](#), [SIG](#), and [Tetra Pak](#). Formed in 2009, the Carton Council works to deliver long-term collaborative solutions to divert valuable cartons from the landfill. Through a united effort, the Carton Council is committed to building a sustainable infrastructure for carton recycling in the U.S. and works toward its goals of adding access to carton recycling, as well as increased recycling rates, nationwide. For more information, visit [RecycleCartons.com](https://www.RecycleCartons.com).

About Food and Beverage Cartons

Food and beverage cartons contain high-quality fiber which, when recycled, is used to make new products, contributing to a circular economy. There are two types of cartons: aseptic and gable top. Aseptic cartons are shelf-stable and are often used to store products like broth, soups, juices or milk for long periods without the need for preservatives or refrigeration. Gable top cartons require refrigeration and are often considered the traditional milk carton.

Media Contact: Name, email, phone number