

**NEWS
RELEASE**

March 4, 2011

CITY OF PADUCAH, KY



Contact: Pam Spencer

Public Information Officer

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Your City at Work: Recycling
New Episode on Government Channel 11

PADUCAH, KY— “It’s a service that we feel is important to the community,” says, Merle Paschedag. Paschedag is the founder of Greater Paducah Sustainability Project (GPSP) Recycle Now, a community recycling program. On this episode of *Your City at Work*, Public Information Officer Pam Spencer interviews Paschedag about the history of the Recycle Now organization and the current process at the North 8th Street facility in Paducah. *Your City at Work* can be seen on Government 11, the governmental access channel of the City of Paducah, and online at www.paducahky.gov.

Recycle Now started with the collection of recyclables in Paschedag’s backyard. Then for more than a year, Recycle Now held monthly collections in the Kroger parking lot on Park Avenue. Paschedag says, “At one point we had six semis on the property, over 800 cars, and over 100 volunteers. That’s when we realized that the Kroger parking lot was not big enough.”

Recycle Now has expanded its operations to a facility provided by Paducah Water at 1830 North 8th Street. The facility allows people to drive through the building and their recyclables will be unloaded for them. A \$1.00 donation is appreciated. In addition to the facility’s handling of large donations from community partners such as local schools, an average of 1600 customers drive through the facility each month.

Also on this episode of *Your City at Work: Recycling*, viewers will see the items that are accepted and the sorting and bailing processes. The facility has a challenge in storing the items; however, viewers will learn how the recent recession has provided a positive result for Recycle Now. For a complete list of the items accepted by Recycle Now and the operating hours, visit www.recyclenowpaducah.com.

Recycle Now relies on donations, membership fees, and grant funding for its operations and equipment. For each ton of material recycled by Paducah residents, the City of Paducah contributes to Recycle Now the amount that it would have cost the City to dispose of the material in a landfill.



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Your City at Work: Recycling can be viewed on Government 11 starting Friday, March 4 at 11:30 a.m. It also airs Saturday at 6:00 p.m., Monday at 10:30 a.m., and Wednesday at 9:30 a.m. Government 11 program information, videos, news releases, and schedules are available at www.paducahky.gov. Daily program information also is available by watching the informational slides that air on the Channel 11 bulletin board.

Your City at Work is hosted and produced by Pam Spencer, Public Information Officer for the City of Paducah through the television production facilities at West Kentucky Community and Technical College. For more information about *Your City at Work* or other Government 11 programming, call Tom Butler, WKCTC Television Production Coordinator, at 534-3208 or Pam Spencer at 444-8669.

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