



**FOR IMMEDIATE RELEASE:**  
**June 4, 2008**

**CONTACT**  
**SARAH McCLEAN**  
**303.571.8214**

## **16th Street Mall Recycling Program Launched by BID**

Recycling, it's easier than ever...especially now that you can do it on the most popular pedestrian strip in all of Denver—the 16th Street Mall.

On June 4th, **Mayor John Hickenlooper**, Downtown Denver Business Improvement District (BID) Board Chair, **LaRay Brown**, Downtown Denver Partnership President & CEO, **Tamara Door** and **Michele Weingarden**, Director of Greenprint Denver, unveiled the new *16th Street Mall Recycling* initiative.

The BID paid for the receptacles and will be responsible for servicing the containers and consolidating the materials collected. The Solid Waste Management Division of Denver Public Works will collect the consolidated recyclables from the BID and haul them to a recycler.

“Recycling on the 16<sup>th</sup> Street Mall has arrived!” said Hickenlooper. “Denver is proud to partner with the Downtown Business Improvement District to enhance the sustainability of one of the City’s finest districts.”

“In addition to *16<sup>th</sup> Street Mall Recycling*, and as part of the One Million Tree Initiative, the BID has also planted over 90 new trees in the Downtown area, and installed over 100 new flower planters,” said LaRay Brown, BID Board Chair. “In the end, we want people to see that what makes Downtown ‘green,’ also makes Downtown *beautiful*.”

“This recycling initiative will be very visible to workers, residents and visitors who travel the Mall every day,” said Tamara Door, President & CEO of the Downtown Denver Partnership. “We believe its presence will be a consistent reminder to people to adopt greener habits—especially in public areas.”

“Recycling is the foundation of sustainability,” said Michele Weingarden, Director of Greenprint Denver. “We are thrilled to collaborate with the BID in bringing recycling services to the 16<sup>th</sup> Street Mall. By providing residents and visitors a recycling program on one of the busiest pedestrian thoroughfares in Denver, we make an important statement about the importance of each person’s contribution to sustaining the environment for generations to come.”

***About the 16th Street Mall Recycling Program:***

The *16th Street Mall Recycling* program will operate as “single-stream” recycling, accepting glass, cans and newspaper in the same container. The BID will be responsible for servicing the containers and consolidating the materials and the City of Denver’s Solid Waste Management Division will collect the consolidated recyclables.

Ten clearly marked, bright yellow receptacles will be placed along the 16th Street Mall between Cleveland and Larimer Street.

For the launch of the program, “Downtown Denver Hosts”, who will also welcome and assist visitors during the Democratic National Convention, will distribute educational materials regarding the recycling program and how to use single-stream recycling. It is particularly important that the public take note of the signage on the recycling containers to ensure that the correct materials are recycled.

*16th Street Mall Recycling* will operate as a pilot program in its first year, with the potential to expand to other areas in Downtown Denver after assessment.

*The Downtown Denver Business Improvement District (BID) is a public organization funded by private commercial property owners. It strives to provide a clean, safe and vibrant Downtown environment for workers, residents and visitors. Through their annual assessments to this quasi-governmental entity, BID property owners fund a series of district-wide programs that enhance Downtown Denver, including cleaning and maintenance efforts, safety initiatives and targeted visitor marketing. The BID is an independent organization that contracts with the Downtown Denver Partnership to manage its work program.*

*The Downtown Denver Partnership, Inc. is a non-profit business organization that creatively plans, manages and develops Downtown Denver as the unique, diverse, vibrant and economically healthy urban core of the Rocky Mountain region. For more information, visit [www.downtowndenver.com](http://www.downtowndenver.com).*

###