



## Press Release

19 November 2013

# ***Holiday Light Recycling Effort Returns to Minnesota Communities***

Recycle Your Holidays™ provides 400+ drop-off locations for old, broken light strands

**FOR IMMEDIATE RELEASE**

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**Statewide, Minn., Tuesday, November 19, 2013** – Ever wonder what to do with the tangled mess of lights that marks the start of many Minnesotans' holiday season? Ring in the holidays by getting rid of old, broken, inefficient light strands and upgrading to new, efficient LED holiday lights!

The Recycling Association of Minnesota (RAM) in partnership with WCCO, ACE Hardware, and the Clean Energy Resource Teams (CERTs) announces the fifth annual launch of Recycle Your Holidays™, the only statewide holiday light recycling program—beginning every year on America Recycles Day, November 15, and lasting throughout the holiday season.

"Recycle Your Holidays™ recycles every part of the light strings. Even the little lights are recycled by project partner Green Lights Recycling," stated Maggie Mattacola, director of RAM. "This year our goal is to recycle 100,000 light strands and to encourage more Minnesotans to make the change to energy efficient LED light strands."

You can reduce waste this year by dropping off old, broken holiday lights at any participating location during the holiday season. Find out where you can recycle your holiday lights with an interactive map of drop-off sites! Get started at [www.recycleyourholidays.com](http://www.recycleyourholidays.com). If you don't see a location near you, be sure to check the website again later as more sites are added throughout the holiday season.

Unlike any other holiday lights recycling program in the country, this program recycles every part of the light strand. The lights are collected and sorted at vocational centers throughout Minnesota that employ individuals with disabilities.

For many Minnesotans, the house, porch, shrubs and trees are donned with holiday lights. Depending on one's holiday lighting enthusiasm, a home can save between \$10 to \$250 each holiday season by switching to LED holiday lighting. This is because, according to the Department of Energy, LED holiday lights save up to 90% of the energy used by traditional incandescent holiday lights. LEDs are also safer, sturdier, longer lasting, and easier to install.

**RECYCLE**  
Your **Holidays**™  
.ORG





For every old holiday lighting string recycled and replaced with more efficient LED holiday lighting, 19 kilowatt-hours of electricity are saved over the course of the holiday season. This is the same amount of energy as a common CFL household light bulb would use if left on for 24 hours a day for 2 months straight!

RAM has recycled nearly 650,000 pounds of holiday lighting since the inception of this program. If even half of these light strands were upgraded to more efficient LED holiday lighting, Minnesotans are saving over 5.4 million kilowatt-hours and \$430,000 year after year. That's enough energy to power the electricity of 477 homes for an entire year!

Want to be a drop-off location? The program provides free recycling of holiday lights, free recycling signs, and free pick-up service to any organization, government office, business, or school. All are welcome to participate as a collection location. To sign up online, visit the RAM website at [www.recycleyourholidays.com](http://www.recycleyourholidays.com). The program also accepts any type of electrical cord such as telephone cords and damaged extension cords.

**For more information about Recycle Your Holidays™ or to sign up to participate as a collection site, visit [www.recycleyourholidays.com](http://www.recycleyourholidays.com).**

**About CERTs:** The Clean Energy Resource Teams connect Minnesotans with resources to identify and implement energy efficiency and renewable energy projects. CERTs is a partnership of the University of Minnesota Extension and Regional Sustainable Development Partnerships, Great Plains Institute, Southwest Regional Development Commission, The Minnesota Project, and the Minnesota Department of Commerce, Division of Energy Resources.



**About RAM:** The Recycling Association of Minnesota RAM is a 501(c)(3) nonprofit organization with more than 200 members from the public, private, and nonprofit sectors. RAM is the Minnesota affiliate of the National Recycling Coalition. RAM is committed to promoting resource conservation through waste prevention, reuse, recycling, composting and purchasing practices using the most cost effective and environmentally sound methods.



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[www.CleanEnergyResourceTeams.org](http://www.CleanEnergyResourceTeams.org)



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