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**KEEP AMERICA BEAUTIFUL PRESENTS CARTON COUNCIL WITH 2013 FIRST-PLACE  
AWARD FOR WASTE REDUCTION AND RECYCLING EFFORTS**

*The Carton Council earns recognition for recycling efforts*

**VERNON HILLS, Ill.**—The [Carton Council of North America](#) has been awarded the 2013 First-Place National Award from Keep America Beautiful (KAB) for its community improvement efforts surrounding increasing access to recycling in the Waste Reduction/Recycling category in the Business/Professional Organization group.

“We recently reached a new milestone in increasing access to carton recycling, bringing the total number of U.S. households with access to more than 56.6 million. That’s a 165 percent increase in access since our efforts began in 2009,” said Jason Pelz, vice president, environment, Tetra Pak North America, and vice president of recycling projects for the Carton Council of North America. “On behalf of our industry collaborators, we are pleased to have this success and our efforts recognized by Keep America Beautiful.”

The Carton Council is a group of carton manufacturers united to deliver long-term collaborative solutions in order to divert valuable cartons from the landfill. Thanks to collaborative industry efforts and support from communities nationwide, 73 of the 100 largest U.S. cities and more than 48 percent of U.S. households can now recycle cartons.

Keep America Beautiful, the nation’s leading nonprofit that builds and sustains vibrant communities, presented the award during its recent National Conference in Charlotte, N.C., where KAB affiliate leaders from across the country met to share best practices and celebrate their successes of the past year. The Keep America Beautiful National Awards are open to KAB affiliates, government agencies, nonprofit or civic organizations, and youth groups or schools for program activities in the past year.

“It’s my privilege to honor the Carton Council and celebrate its dedication to engaging volunteers in activities that help communities become more socially connected, environmentally healthy and economically sound,” said Jennifer Jehn, president and CEO of Keep America Beautiful.

Made mainly from paper, a renewable resource, lightweight and compact in design and with a low carbon footprint, cartons have proven to be a sustainable packaging solution that is growing in use for a variety of liquid and food products. Including cartons as an accepted material in local curbside recycling programs offers a better, more cost-efficient option than other proposed recovery solutions, and is a needed component for communities interested in achieving Zero Waste goals.

The Carton Council currently has a campaign designed to help counties and municipalities, as well as recyclers, bring carton recycling to their residents. For more information, visit [CartonOpportunities.org](http://CartonOpportunities.org).

#### **ABOUT THE CARTON COUNCIL**

The Carton Council is composed of four leading carton manufacturers, Elopak, SIG Combibloc, Evergreen Packaging and Tetra Pak, as well as an associate member, Weyerhaeuser. Formed in 2009, the Carton Council works to deliver long-term collaborative solutions in order to divert valuable cartons from the landfill. Through a united effort, the Carton Council is committed to building a sustainable infrastructure for carton recycling nationwide and works toward their continual goal of adding access to carton recycling throughout the U.S. For more information, visit [CartonOpportunities.org](http://CartonOpportunities.org).

#### **ABOUT KEEP AMERICA BEAUTIFUL, INC.**

Keep America Beautiful is the nation's leading nonprofit that brings people together to build and sustain vibrant communities. With a strong national network of 1,200 affiliates and partners including state recycling organizations, we work with millions of volunteers who take action in their communities. Keep America Beautiful offers programs and engages in public-private partnerships that help create clean, beautiful public places, reduce waste and increase recycling while educating generations of environmental stewards. Through our actions, we help create communities that are socially connected, environmentally healthy and economically sound. For more information, visit [kab.org](http://kab.org).

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