

# **Green Recycling Enterprises, LLC dba Second Nature Media** Receives Grant from

## **Nebraska Environmental Trust**

Lincoln, NE – April 8, 2016 –Green Recycling Enterprises, LLC dba Second Nature Public Recycling announced today that it will receive \$147,275 from the Nebraska Environmental Trust for the “Recycling on the Go!” project. The Trust Board announced funding for the project at its meeting on April 7, 2016 in Lincoln. This is the second year of award with a potential for 3<sup>rd</sup> year funding totaling \$142,800.00. The project is one of the 118 projects receiving \$18,799,900 in grant awards from the Nebraska Environmental Trust this year. Of these, 69 were new applications and 49 are carry-over projects.

Green Recycling Enterprises, LLC DBA Second Nature Media is providing recycling containers at public events throughout Nebraska. During the four years Green Recycling has been providing recycling for events, municipalities and other locations in Nebraska.. We have proven the demand for public recycling containers at over 90 events in 2013 and we should hit 100 in 2014 with multi event locations. Some events we conducted include: 1) College World Series; 2) State Fair; (3) Lincoln marathon and the (4) Apple Jack and Arbor Day. Second Nature wants to continue providing events for Recycling on the Go campaign for years to come continues from the support of the Nebraska Environmental Trust. Second Nature will secure additional funding from sponsors for the Recycling on the Go campaign by providing a promotional opportunity via a full-color graphic display located on each side of the recycling containers. The program was extremely successful in 2011 through 2015. Second Nature has provided containers at over 124 events in 2015 in Nebraska. We estimate over 90 tons of waste was diverted from the landfill because of our program. People were aware of the containers from previous years and used them to recycle more products. The event coordinators, staff and patrons were expecting the containers this year and were more open to our program. NET’s financial support will provide the stimulus to ensure

the successful continuation of our campaign. These messages will educate over 1.5 million event participants about recycling. The NET can use these displays to promote its' mission and accomplishments. The support of the NET will enable Second Nature to provide a turnkey recycling campaign for the State of Nebraska. Without the NET and private sponsors, Second Nature would not be able to provide this successful and proven program.

The Nebraska Legislature created the Nebraska Environmental Trust in 1992. Using revenue from the Nebraska Lottery, the Trust has provided over \$250 million in grants to more than 1,900 projects across the state. Anyone – citizens, organizations, communities, farmers and businesses – can apply for funding to protect habitat, improve water quality and establish recycling programs in Nebraska. The Nebraska Environmental Trust works to preserve, protect and restore our natural resources for future generations.