



## **Please Join Us at a Press Event to Call for Passage of the Updated Bottle Bill!**

The Legislature is only in session until the end of the July, and the Updated Bottle Bill (H3515/S1480) is still stalled in committee. With just four weeks before the end of the legislative session, we need to show our legislators that there is strong public support for it.

The Updated Bottle Bill proponents are therefore asking you to join in a strong show of support for this important bill and to help build momentum for its passage!

WHO: All supporters of the Updated Bottle Bill legislation

WHAT: A press event to call for passage of the Updated Bottle Bill; several guest speakers invited

**Wednesday, July 7, 2010, 10:30am  
State House, Beacon Hill, Boston  
Grand Staircase, Second Floor**

Supporters of the Updated Bottle Bill are encouraged to stay after the press event and visit their legislators' offices (approximately 11am until noon).

If you cannot make it, please be sure to contact your State Representative and State Senator TODAY and ask them to tell House/Senate Leadership that they are in favor of passage of the Updated Bottle Bill, H3515/S1480. If you know who your legislators are, visit: [www.mass.gov/legis/memmenu.htm](http://www.mass.gov/legis/memmenu.htm) or call 617-722-2000. If you're unsure, visit: [www.wheredoivotema.com](http://www.wheredoivotema.com).

To RSVP or for questions, please contact: [phil@sierraclubmass.org](mailto:phil@sierraclubmass.org) or [colleen@masspirg.org](mailto:colleen@masspirg.org)

### **Additional Information on the Updated Bottle Bill:**

The Bottle Bill is the state's most successful recycling and litter prevention program. Since the Bottle Bill's inception in 1983, over 30 billion containers have been redeemed, contributing to a healthier environment, cleaner and safer communities, and a stronger economy. But to keep up with the times and consumers' tastes, the bottle bill must be updated. An Updated Bottle Bill would expand our container deposit system to include non-carbonated beverages such as water, iced tea, juice, and sports drinks. It would decrease litter - and increase recycling. An amazing 80% of beverages that are covered by the bottle bill are redeemed/recycled. But unfortunately, only 22% of non-deposit containers are recycled - the rest become litter, clog our storm drains, or are thrown in the trash.

Updating our bottle bill will boost recycling, save our communities the cost associated with disposal and litter cleanup, and conserve valuable resources. These plastic bottles are made of 99% petroleum - what an inappropriate waste to bury our valuable oil in landfills or burn it our or incinerators.

H3515/S1480 would (a.) expand the bottle bill to include water, sports drinks, flavored teas, juices, and other on the go beverages. (b.) it would reestablish the Clean Environment Fund, taking forfeited deposits and using these funds to improve recycling and other environmental projects (c.) would provide an industry-paid slight increase to redemption centers, who have not had a raise in 18 years. This bill would not increase the deposit, and would not cost the state any money. This bill would help reduce litter, increase recycling, and help municipalities reduce collection and cleanup fees.

- Endorsed by Over 150 Cities and Towns, and by over 50 advocacy Groups throughout the State. Enacting the update would save our cities and towns significant amounts, from lowering disposal costs, litter collection costs, and storm drain cleaning.

- Increases Recycling Rates: Approximately 80% of bottle-bill-covered beverages are redeemed/recycled. Only 22% of NON-redeemable beverages are recycled.

- Complements Curbside Recycling: Curbside is very effective for beverages consumed at home. But the majority of single-serving containers are consumed on-the-go, out of curbside's reach.

- Decrease Landfill Use: The state is running out of landfill space. The 1.1 billion containers that we send to landfills every year would fill Fenway Park to overflowing.

- Saves Energy, Saves Oil: Most of the containers under the update are made of PET, 99% of which is petroleum. Recycled PET is badly needed for textiles. Had these bottles been recycled, we would have saved the energy equivalent of about 48,000 barrels of oil.

- Strong Public Support: The public is very supportive of the bottle bill, seeing the positive effect that it's had on the environment.

- Producer Responsibility: Bearing the cost of a product's waste should be the responsibility of beverage producers and consumers, not taxpayers and communities. The bottle bill is a model for this kind of sustainable financing.

- Creates Green Jobs: Gains in employment have been shown in nearly every state that updates their deposit system. Many of these jobs come in the recycling sector, which now produces important – and sustainable – raw materials to be used in manufacturing.

- Keeps Current With Consumer Habits: The original bottle bill was never meant to be non-reactive to consumer trends. Now that 1/3 of our containers are not covered by the 27-year old law, we need to update it.

- Revenue Positive for the State: Unclaimed deposits are maintained by the state. The cost of updating the bottle will not require any funding.

- Supports the Redemption Centers: The bill includes provisions to increase the handling fee (not paid by the state). These small, often families owned business have not had an increase in handling fees in 18 years. They are currently experiencing huge increases in operating costs; many of them have been forced to close.

- Provides Relief for Small Stores: The update allows small stores to opt out of taking returns if there's a nearby redemption center.

- No Additional Costs for Supermarkets: Almost all large supermarkets have more than enough capacity in their "reverse vending machines" to accept the increase in containers. Neither additional machines nor floor-space would be required.