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**FOR IMMEDIATE RELEASE**

**Atlanta Celebrates America Recycles Day with the 5<sup>th</sup> Annual Race 2 Recycle**

**ATLANTA, GA (November 19, 2011)** –Runners of the 5<sup>th</sup> Annual Race 2 Recycle helped “Set the Pace for Zero waste” in Piedmont Park on Saturday, November 19. Keep Atlanta Beautiful hosted the annual 5K run/walk along with presenting sponsors, IKEA Atlanta and WSB-TV in celebration of America Recycles Day, which is now recognized nationally and statewide on November 15 of each year. The Race 2 Recycle supports recycling efforts by Keep Atlanta Beautiful, an affiliate of Keep America Beautiful, and proceeds from the race will go towards purchasing supplies for neighborhood cleanups and beautification projects, graffiti removal and more.

WSB-TV, Channel 2 News Anchorm, Jovita Moore, made her 5<sup>th</sup> appearance as master of ceremonies. Addressing the more than 200 runners and walkers and volunteers for the Race 2 Recycle, Ms. Moore said, “I love recycling because I think it is one of the simplest ways to practice sustainable living. It helps maintain the natural order of things.” She went on to say that, “Every time we make the choice to reuse, reduce and recycle it inspires creativity, conservation and reminds us that these materials have value beyond our personal consumption.”

Presenting Sponsor, IKEA Atlanta was there with a team of more than 40 registered runners. The IKEA team collected light bulbs, eScrap and eyeglasses and Phidippides collected old running shoes to be recycled.

Four, Overall and Masters Winners, each won a \$250 sustainable design consultation and makeover from IKEA (*official race results coming soon*). Certificates and a free admission to Zoo Atlanta were given to the first place male and female in age groups 10 & under, 11-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65+. All participants were eligible for other prizes, including Phidippides gift cards and items from IKEA’s sustainable design collection.

Photo Gallery: <http://www.flickr.com/photos/70146557@N06/>

Facebook: [https://www.facebook.com/pages/Keep-Atlanta-Beautiful/138953121288?ref=tn\\_tnmn](https://www.facebook.com/pages/Keep-Atlanta-Beautiful/138953121288?ref=tn_tnmn)

**About Keep Atlanta Beautiful**

Keep Atlanta Beautiful, an affiliate of Keep America Beautiful, Inc., serves Atlanta by developing and implementing public education and community improvement programs that make a cleaner and greener Atlanta. These initiatives enhance the quality of life and economic development in the community by instilling pride in community ownership and a behavior change that seeks improvements in littering, recycling, beautification, and natural resource conservation. Visit [www.KeepAtlantaBeautiful.org](http://www.KeepAtlantaBeautiful.org) for more information.

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