

# Press Release



## Attention: Community Editor

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April 14, 2004

**FOR IMMEDIATE RELEASE**

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**Rotary River Rally celebrates EARTH DAY Saturday April 17<sup>th</sup>**

**Waste Management will recycle the Cardboard Boats from the event**

April 12, 2004, Tempe - This year's Rotary River Rally featuring The Great Cardboard Boat Regatta® will celebrate EARTH DAY at the event on Saturday April 17<sup>th</sup> by recycling cardboard boats. Waste Management, a long time supporter of the Rotary River Rally, this year teamed up with organizers to devise a plan for recovering and recycling the cardboard.

In 2003 close to 100 teams built boats. A typical small boat will use at least four 4' x 8' sheets of corrugated cardboard. A large boat can use ten sheets or more! Assuming an average of about 200 square feet of cardboard per boat, that equates to TWO THOUSAND square feet of corrugated cardboard potentially available to recycle.

"We aren't sure if we can recycle all of the cardboard, but we are going to try to recover as much as possible," said Don Cassano of Waste Management. "Recycling is important to Waste Management, every day - not just Earth Day." Waste Management ([www.wm.com](http://www.wm.com)) has recently launched Recycle America Alliance in partnership with The Peltz Group with the goal of improving sustainability and future growth of recycling programs.

The Tempe Arizona Rotary Clubs are proud to work with Waste Management to not only offer a FREE community event, but also one that is environmental sound. Volunteers will ensure that used cardboard is kept separate from trash, for processing at Waste Management's recycling facility.

- more -

## 5<sup>th</sup> Annual Rotary River Rally

### FACTS

#### Friday April 16 - Boat Preview

Location: Tempe Beach Park

Time: 4 p.m. - 8 p.m.

Cost: FREE

Check out the cardboard boats, talk to the boat crews and vote for your favorite to win "Chipotle's People's Choice Award". Free entertainment from local party band, Snake Eyes.

#### Saturday April 17 - The Great Cardboard Boat Regatta

Location: Tempe Town Lake, in front of the Hayden-Ferry Lakeside building (northeast corner of Rio Salado and Mill Ave, Tempe)

Time: 9 a.m. - 4 p.m.

Cost: FREE to spectators

Cardboard boats will start lining the banks of the lake by 9 a.m. After "technical" inspection, races will begin at 10 a.m. and go through about 4 p.m. Texas Roadhouse will be on hand with great food along with a sampling of arts & crafts vendors. Tempe Pappas schoolchildren will be working at the event selling soda and water, all to help raise money for their school.

If people want to get involved but didn't build a boat beforehand, "Instant" Boat Kits will be available by lottery the day of the race.

For More Information: [www.RotaryRiverRally.com](http://www.RotaryRiverRally.com) or call (480) 682-9065

To the Editor: There are lots of great photos available on the web for download, or call Kathleen at (602) 432 7272. Here's one:



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