



TOWN OF VERNON

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TOWN OF VERNON LAUNCHES “RECYCLE COACH”

Mobile Application Helps Reduce Waste, Boost Recycling Efforts

VERNON, CT – Mayor Daniel A. Champagne announced today that Vernon residents have a new way to help manage household waste disposal and recycling, and it is available at their fingertips.

Beginning February 25, 2019, the Town will launch the “Recycle Coach” mobile application. The app, available through the iTunes Store and Google Play, is free of charge and offers residents a personalized refuse and recycling collection calendar and a geo-location reporting tool that notifies the Vernon Public Works Department (DPW) of collection status. Residents can also learn about proper disposal information for over 10,000 household items using the *What Goes Where?* search tool. Recycle Coach can also be accessed from desktop computers and through digital assistants like Google Home and Amazon Alexa.

“The Town is committed to making recycling and reducing waste easier and more efficient for our residents, schools, and businesses,” said Town Administrator Michael Purcaro. “In addition to our textile recycling program, Simple Recycling, which launched in December, Recycle Coach is another convenient way to partner with our residents to identify and properly dispose of household waste. These programs help us to make better disposal decisions, protect our natural resources, and help Vernon achieve its sustainability goals.”

“Vernon residents take recycling seriously, which is reflected in the volumes we collect,” said Peter Griffiths, Supervisor of Refuse and Recycling for the Town of Vernon, Department of Public Works. “We are always looking for ways to improve our programs and services. In today’s world, most people have smartphones and computers and are familiar with apps. The Recycle Coach app will help to answer many of the questions that residents have regarding proper recycling. The app is easy to use and provides a variety of useful information.”

Recycle Coach is used by municipalities across the United States as well as in Canada, Australia, and New Zealand. To learn more about Recycle Coach, visit recyclecoach.com.

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