



PRESS RELEASE

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For Immediate Release

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Akron Vies for Cans for Cash™ Awards

March 26, 2012 (Akron, Ohio) - Today, Mayor Plusquellic, surrounded by the Akron PeaceMakers, announced that Akron will compete against other cities nationwide for cash rewards by collecting aluminum cans throughout the month of April. The Cans for Cash™ City Recycling Challenge is a national contest that rewards U.S. cities for recycling aluminum beverage cans.

Leading the April recycling efforts are the members of the Mayor's anti-crime, youth program -- the Akron PeaceMakers. During the month of April, the 85 members of the PeaceMakers, Akron's premiere youth volunteer group, will collect cans from their schoolmates, neighbors and from small to medium businesses. Last year, the PeaceMakers performed more than 3,000 volunteer hours for various city-wide programs and community partners.

“This is a wonderful opportunity for our kids to take part in a program that teaches them to work together, to compete on a national level, and to help their environment,” noted Mayor Plusquellic. “At the same time, their group has a good chance of benefiting financially through this competition.”

The Cans for Cash™ City Recycling Challenge is sponsored by the United States Conference of Mayors and Novelis, the global leader in rolled aluminum products and aluminum can recycling. Nearly \$100,000 will be awarded to municipalities competing in two categories: Most Cans Collected and Most Innovative Ideas. Prizes for both categories are as follows: First Place - \$25,000, Second Place - \$15,000, Third Place - \$5,000.

“If the PeaceMakers are successful in receiving one of the monetary prizes, it will enable them to provide more services to other youth, and to the community at large, through volunteerism,” said Billy Soule, Assistant to Mayor Don Plusquellic and Creator of the PeaceMakers. “The PeaceMakers intend to put the funds right back into the community through additional community volunteer projects, and to purchase uniforms for their members.”

For more information including drop off locations go to: www.akronpeacemakers.org

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