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Sports, 9A



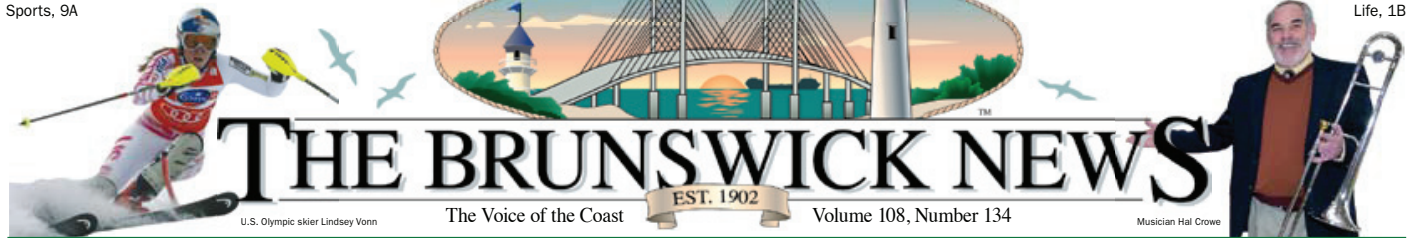
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FRIDAY



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Life, 1B



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Recycling effort comes to the isles

By ERIKA CAPEK

The Brunswick News

Throwing away a recyclable can may not seem like much, but it contains enough energy to run a TV or computer for three hours.

That's one of the messages a new and non-traditional statewide recycling campaign, dubbed "I don't recycle, you gotta be kidding," is working to get across to residents in Brunswick and the Golden Isles. Even the smallest effort can make a difference, those behind the campaign say.

In an effort to be a part of the movement, student groups, organizations and community leaders gathered at College of Coastal Georgia in Brunswick Thursday to kick off their own campaign. It brought together leaders including Brunswick Mayor Bryan Thompson and superintendent of Glynn County schools Howard Mann.

College of Coastal Georgia President Valerie Hepburn, moderating the kickoff, said county and city residents can do their part by recycling everything from aluminum and plastic bottles to junk mail, magazines and newspapers.

"We have to protect and preserve and be hypervigilant with recycling," Hepburn said.

She said the good news is that larger employers and producers of trash are stepping up and recycling.

The campaign's unique slogan is about raising awareness while motivating a behavior change in the target audience of 25- to 34-year-olds.

Marsha Smith, executive director of Keep Brunswick-Golden Isles Beautiful, said the goal is to increase participation by arming people with the facts. She said she plans to explain the benefits of recycling to students and



Bobby Haven/The Brunswick News

College of Coastal Georgia president Dr. Valerie Hepburn moderates a question-and-answer session with local business leaders during a statewide recycling campaign in an effort to reduce the county's waste and to heighten awareness on recycling issues.

to business owners.

"This starts with the young people," Smith said. "They are ... who will be taking care of the earth. We need to build that commitment at a young age."

There are three recycling containers in the city – a number Mayor Thompson hopes to increase.

"We're doing what we can right now in terms of recycling and we're making use of the three bins," Thompson said. "I hope over the next year, bins will be in all neighborhoods – about 10 locations total."

Help out

City and county residents can start recycling:

- City recycling containers are at the Brunswick Fire Department on Wolfe Street, Howard Coffin Park off Lanier Boulevard and the College of Coastal Georgia.
- County residents can get curbside recycling pickup free of charge by contacting the Glynn County Customer Service line at 554-7111 or www.glynncounty.com.