



## Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

Date: January 22, 2010

Contact: Jason Barron, 513-352-5356 or 614-554-5952 (cell)

---

### **Cincinnati Wins “American Recycler Video Award City receives \$5,000 for recycling programs**

Cincinnati – Mayor Mark Mallory announced that the City of Cincinnati was awarded the first *American Recycler Video Award* today at the US Conference of Mayors Winter meeting in Washington DC. The Mayor’s Young Professional Kitchen Cabinet entered Cincinnati in the video contest. The video was produced by YPKC member Jon Miller, who owns Get Sick Productions. The city of Cincinnati will receive a grand prize \$5,000 to enhance local recycling efforts.

“This is another example of the great work that my Young Professionals Kitchen Cabinet is doing for Cincinnati,” Mayor Mallory said. “The prize money will help us continue our efforts to increase recycling and save money by collecting less garbage.”

Presented by The U.S. Conference of Mayors, Novelis Inc. and Keep America Beautiful, Inc. (KAB), the award is a fun, new component of the national *Cans for Cash City Recycling Challenge*, an annual competition that rewards U.S. cities for recycling aluminum beverage cans. Finalists were selected by the sponsors, and general public voting was conducted on the website: [cans4cash.com](http://cans4cash.com). The winning Cincinnati video will be featured in the 2010 *Cans for Cash* National Recycling Campaign.

The contest encouraged cities to create a short, web-based film promoting aluminum can recycling. Local flavor and creativity were encouraged, and entries were instructed to incorporate the 2009 campaign theme: “Recycling starts with I CAN.” The winning video featured Cincinnatians of all ages and walks of life recycling and showing their solidarity by holding placards reading “I Can.”

Now in its sixth year, the *Cans for Cash* program challenged cities to compete against each other in aluminum cans recycled throughout the month of October. Awards honor cities with the highest per capita aluminum can recycling rates, as well as the most innovative local recycling programs. The winners of the 2009 challenge will be announced in January 2010 at the U.S. Conference of Mayors 78th Winter Meeting in Washington, D.C.

Video finalists and the winning film are viewable online at [www.cans4cash.com](http://www.cans4cash.com).

Learn more about Get Sick Productions at [www.getsickproductions.com](http://www.getsickproductions.com).

**About The U.S. Conference of Mayors**

The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,139 such cities in the country today, each represented in the Conference by its chief elected official, the Mayor. For additional information, visit [www.usmayors.org](http://www.usmayors.org).

**About Novelis, Inc.**

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 12,300 employees and reported revenue of \$10.2 billion in fiscal year 2009. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial, electronics and printing markets throughout North America, South America, Europe and Asia. Novelis is a subsidiary of Hindalco Industries Limited (BSE: HINDALCO), one of Asia's largest integrated producers of aluminum and a leading copper producer. Hindalco is a flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, please visit [www.novelis.com](http://www.novelis.com).

**About Keep America Beautiful, Inc.**

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of over 1,200 affiliate and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit [www.kab.org](http://www.kab.org).

###