



TOWN OF BROOKLINE
Massachusetts
DEPARTMENT OF PUBLIC WORKS

Andrew M. Pappastergion
Commissioner

For Immediate Release

April 5, 2017

New Curbside Collection Program to Recycle Clothing, Shoes, and Small Appliances Begins the Week of April 24th, 2017.

Brookline, MA – In partnership with Simple Recycling (simplerecycling.com), the Town of Brookline's Department of Public Works will offer residents a free and convenient option to recycle unwanted clothing, shoes, small kitchen appliances, and housewares. Curbside collection begins on April 24, 2017. A list of the items collected is available at simplerecycling.com.

During the first weeks of April, residents subscribing to Town Refuse Collection will receive a series of mailers with program information, and two pink bags featuring the Simple Recycling logo. When a pink bag has been filled, the resident will place it beside their blue recycling bin on their regular collection day. Simple Recycling will collect the full bag, and leave an empty one in its place.

"Our program is simply an extension of the current curbside recycling initiatives that the Town currently offers. Did you know that 85% of clothing, shoes, and reusable home goods get thrown into a landfill and only 15% is being donated or recycled when a curbside program is not available? By offering the convenience of free, curbside collection, on your normal collection day, the diversion rate skyrockets. When residents recycle through our program, jobs are created, waste is reduced, and these essential household items find a new home."

- Adam Winfield, President, Simple Recycling

Simple Recycling makes it easy to support the environment by dramatically reducing the amount of household materials sent to landfills each year. The items collected by Simple Recycling are diverted from landfills, and instead sorted and graded for condition before being reused, repurposed, or recycled. Additionally, Brookline is compensated for each pound of material collected by Simple Recycling.

The Town of Brookline is pleased to add this free, easy, and simple curbside collection program as an option to its sanitation program portfolio. Questions regarding the specifics of this program should be directed to Simple Recycling by calling (866) 835-5068, or by sending an email to info@simplerecycling.com.



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