



NATIONAL
RECYCLING
COALITION
INC.

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NRC Membership Vote Falls Short for Approval of KAB/NRC Combination Proposal

Washington, D.C. (August 27, 2009) – Today the Board of Directors of the National Recycling Coalition, Inc. (NRC) announced that the membership vote on the proposed combination of NRC and Keep America Beautiful, Inc. (KAB) has fallen short of the two-thirds majority required to approve the proposal.

Forty-six percent of NRC's membership voted on the combined proposal, with 57 percent voting in favor.

The Board had asked the NRC members to support a proposal to combine NRC with KAB as a means to continue the recycling mission of the NRC. The Boards of KAB and NRC had voted in favor of the proposal on June 2 and June 5, respectively, but the NRC could not proceed without the approval of two-thirds of the member votes cast, as required by the governing law in New York State where NRC is incorporated.

“Although the KAB proposal received the support of a significant majority of our members – 57 percent – it did not receive the necessary two-thirds majority in order for the NRC board to proceed with implementing the proposal,” stated Melinda Uerling, President of the NRC Board. “We recognized from the beginning that the two-thirds majority was a steep hill, and the results reflect that. We want to thank all of our members for participating in the election. The unexpectedly high turnout truly demonstrates their passion and support for the future of recycling in this country.”

In the absence of the KAB combination, the NRC Board must immediately address its financial situation. During the campaign, the Board indicated to the membership that bankruptcy was a likely option. The Board will be meeting over the coming weeks to re-assess that and all other possibilities.

“While we are of course disappointed by the outcome of the vote, Keep America Beautiful truly respects the opinion of NRC's membership in this very important matter,” said Matthew M. McKenna, president and CEO of Keep America Beautiful, Inc. “The voting process has been a great opportunity for KAB to reach out to ROs and their members, and to further engage in the issues facing recyclers, businesses, individuals and government. We look forward to continuing our work through these new contacts, and providing world class resources to recycling professionals and advocates, despite the vote outcome.”

Despite the “no” outcome, KAB will continue to partner with NRC on America Recycles Day (ARD), and is planning to distribute resources in September to all ARD Coordinators for use by members and affiliates of both organizations. “Keep America Beautiful remains committed to recycling and recyclers,” added McKenna, “and our efforts will only grow stronger from here.”

About National Recycling Coalition, Inc.

Founded in 1978, the National Recycling Coalition (www.nrc-recycle.org) is the largest national nonprofit organization dedicated to the advancement and improvement of recycling, waste prevention, composting and reuse. NRC's objective is to eliminate waste and promote sustainable economies through advancing sound management practices for raw materials in North America. NRC is an IRS tax exempt 501(c)(3) organization with members that span all aspects of waste reduction, reuse and recycling in North America. The Coalition represents advocates from every region of the country, in every sector of the waste reduction field, including local recycling coordinators, state and federal regulators, corporate environmental managers, environmental educators and advocates, consumers and waste management professionals.

About Keep America Beautiful, Inc.

Established in 1953, Keep America Beautiful (KAB) combines education with hands-on stewardship to create cleaner, greener communities and public spaces. Through the power of over 3 million volunteers and more than 1,000 participating organizations, KAB engages individuals, businesses, and government to find solutions that prevent litter, reduce waste, promote recycling, and improve communities. To learn more, visit www.kab.org.

Additional Contacts:

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