



FOR IMMEDIATE RELEASE

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City and NBISD Recognized for Recycling Education Program

New Braunfels, TX – On Wednesday, April 13th, the Texas Chapter of the Solid Waste Association of North America (TXSWANA) awarded the Texas Finest Award in Public Information, Communication, & Marketing to the City of New Braunfels Solid Waste and Recycling Division and New Braunfels Independent School District (NBISD) for a collaborative education program, at the organization’s annual conference in Corpus Christi, Texas.

The Texas Finest Awards are designed to recognize Texas communities for planning and implementing programs that enhance environmental quality through increased recycling, material recovery, and improved methods of managing the collection and disposal of waste and recyclable material. Applicants are judged on program planning, performance, economics, cost effectiveness, utilization of technology, and public acceptance.

“The Solid Waste and Recycling Division is honored by this award and is proud to share that honor with NBISD,” said Michael Mundell, Solid Waste Manager. “I feel that this program truly demonstrates the success that can be achieved by entities cooperating for a common goal. The City’s Recycling Coordinator and NBISD staff created an exceptional education program, called ‘Reduce, Reuse, Recycle Education for Sixth Graders,’ which impressively reached six hundred sixty-three students and teachers; all of the sixth graders in NBISD. The organizers successfully sought to develop a recurring curriculum that teaches students to be waste and environmentally cognizant, communicate the importance of reducing, reusing, recycling, and managing waste, as well as to get students active by physically practicing recycling, all with minimal added cost.”

TXSWANA is the Lone Star Chapter of the Solid Waste Association of North America. Its objectives include: to develop increased professionalism in the field of solid waste management, to develop environmentally sound, economically competitive, and effective integrated municipal solid waste management systems, and to foster a cooperative atmosphere among municipal solid waste management professionals through dissemination of information, continuing education and professional development and research programs to best serve the public interest within and throughout the State of Texas.

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