







Somebody here needs you!

FOR IMMEDIATE RELEASE November 25, 2014

CONTACTS: Teresa Labella, HSSC, 563-388-6655 Mary Kate Ranii, PRC, 412-488-7490 ext. 105

## "CANS FOR PETS" RECYCLING INITIATIVE TO PROVIDE FUNDING FOR HUMANE SOCIETY OF SCOTT COUNTY

On Friday November 28, at the Humane Society of Scott County's Black Friday event, Alcoa Foundation and the Pennsylvania Resources Council will kick off the Cans for Pets program! Cans for Pets aims to increase aluminum pet food can recycling by donating 5 cents per can collected locally to the Humane Society of Scott County.

Quad City pet lovers can help homeless animals by participating in the Humane Society of Scott County's Black Friday event, which offers \$10 adoption fees for black or mostly black animals, and by getting involved with the Cans for Pets program. Both programs will help animals like Josie, who sometimes have trouble finding homes due to their coloring.

"We are thrilled to launch Cans for Pets in Davenport," said Justin Stockdale, PRC's Western Regional Director. "The program has been extremely successful in Pittsburgh since its launch in 2012. Since then we've expanded the campaign to include shelters in Indiana, Tennessee, and Texas. We expect to see the same great success at the Humane Society of Scott County. The program encourages residents to recycle their aluminum pet food cans, and, in return, Alcoa Foundation generously donates 5 cents per can to a local animal shelter."

## Beginning on November 28 at the Cans for Pets launch and continuing throughout the months ahead, individuals can drop off clean, empty aluminum pet food cans at the Humane Society of Scott County, 2802 West Central Park Avenue, Davenport, during operating hours. Alcoa Foundation will donate 5 cents per can collected to the organization.

"Cans for Pets is an easy way for community members to help the animals here at the shelter, while benefiting the global environment," said Pamela Arndt, Executive Director for the Humane Society of Scott County. "These resources will help us find forever homes for all our dogs, cats, and other pets."

According to an industry survey, the recycling rates for aluminum pet food cans is significantly less than that of aluminum beverage cans: a 20% rate for pet food cans vs. a 65% rate for beverage cans. The Cans for Pets program aims to increase the recycling of the typically ignored aluminum pet food can.

"There is no limit to how many times aluminum cans may be recycled and it takes about 95% less energy to make a can from recycled aluminum rather than raw materials. Our goal is to increase the volume of pet food containers recycled and to raise funds for the important work of our partners at the Humane Society of Scott County," said Stockdale. "Thanks to Alcoa Foundation, we can all help better our environment, while helping homeless animals."

Since its launch in November 2012, Cans for Pets has facilitated the recycling of more than 180,000 aluminum pet food cans across the United States.

For information, visit <u>www.prc.org/petcan</u> or call the Humane Society of Scott County at 563-388-6655.

THE PENNSYLVANIA RESOURCES COUNCIL, established in 1939, is the Commonwealth's oldest grassroots non-profit environmental organization. PRC is recognized as a state and national leader in waste reduction and recycling. <u>www.prc.org</u>

**ALCOA FOUNDATION** is one of the largest corporate foundations in the U.S. and contributes to nonprofit organizations throughout the world, building innovative partnerships, engaging its people to improve the environment and educating tomorrow's leaders. <u>www.alcoafoundation.com</u>

HUMANE SOCIETY OF SCOTT COUNTY provides humane care for all lost, abandoned, and unwanted pets in Scott County, adopts these pets to caring, life-long homes, and educates the community about responsible pet ownership. <u>www.hssc.us</u>