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SRI helps Habitat for Humanity® ‘recycle’ Cars for Homes™ for America Recycles Day

PITTSBURGH, Pa. (Nov. 11, 2008) — Do you know that the automobile is the most heavily recycled consumer product? Each year, more steel is recycled than aluminum, paper, glass and plastic combined!

The Steel Recycling Institute (SRI), Habitat for Humanity’s Cars for Homes™ newest supporter, reports that every year more than 14 million tons of steel is recycled from end-of-life vehicles—nearly 100 percent annual recycling rate. The steel recycled from cars is equivalent to build nearly 45,000 steel-framed homes and would save the equivalent energy to power about 18 million households.

“We are happy to be working with the Steel Recycling Institute to help Habitat for Humanity supporters understand the benefits of recycling steel,” stated Marcia Rundle, director of Cars for Homes™, Habitat’s national vehicle donation program. “By donating an old car, truck, boat or RV to Habitat’s Cars for Homes™ program, individuals help save energy and natural resources and provide funds to build affordable homes with families all across this country.”

A significant number of donated vehicles are cars that are no longer drivable that are typically sent to be recycled at auto salvage yards, where reusable car parts, batteries, tires and fluids are first removed. Recycled automobiles then enter the shredding process in which iron and steel are magnetically separated from the other materials and recycled to produce new steel.

As part of their support for Habitat’s Cars for Homes™, the SRI has incorporated the car donation program into its Steel Recycling Locator database. Each month, hundreds of consumers visit the Steel Recycling Web site (www.recycle-steel.org) to use the database to find places to recycle their steel products, including automobiles. The Steel Recycling Locator charts more than 30,000 national recycling options and provides consumers with local options for recycling their steel—including the donation of out-of-service automobiles to Cars for Homes™ to be recycled.

"Supporting Cars for Homes™ is a win for both local families in need and the environment," said Bill Heenan, president of the Steel Recycling Institute. "By donating their out-of-service automobiles to Cars for Homes™, consumers will support their local Habitat for Humanity affiliate. And, Cars for Homes™ will, in turn, make sure the cars are recycled, which conserves energy and natural resources while providing valuable feedstock for making new steel."

On America Recycles Day, Habitat is joining SRI in raising awareness about “recycling” a car, truck, boat or RV by donating to Cars for Homes™ by calling 1-877-277-HFHI (4344) toll free or online at www.carsforhomes.org.

About Habitat for Humanity®

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built nearly 300,000 houses worldwide, providing simple, decent and affordable shelter for more than 1.5 million people. For more information, visit www.habitat.org

About the Steel Recycling Institute

The Steel Recycling Institute (SRI), a unit of the American Iron and Steel Institute, is an industry association dedicated to communicating the sustainable efforts of the North American steel industry. The SRI educates the solid waste industry, government, business and ultimately the consumer about the benefits of steel’s recycling accomplishments and advancements in sustainability. For more information on the steel industry’s sustainable efforts visit: www.recycle-steel.org or www.sustainable-steel.org