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25 YEARS OF PROMOTING AND SUSTAINING STEEL RECYCLING

Making Steel North America's Most Recycled Material

- 1988** The Steel Can Recycling Institute was formed by the North American steel industry and scrap processors to develop an infrastructure for the recycling of steel cans and serve as a primary information and technical resource. Steel can recycling rate is 15 percent.
- 1991** SRI develops the Steel Recycling Database, a national database of recycling programs and detailed statistics on all materials accepted at recycling locations. SRI also commissions scholarships to high school students to promote solid waste management education in schools, heighten awareness of the importance of recycling and encourage community involvement through volunteer activities.
- 1992** SRI creates our industry's 'Steel Spokescan' ROSCOE (Recycle Our Steel; Conserve Our Environment). ROSCOE has been a staple of SRI educational programming and is still an active part of SRI outreach through ROSCOE's Recycle Room (recycleroom.org).
- 1993** SRI expands focus to promote and sustain the recycling of all steel products, including cans, cars, appliances and construction materials. SRI also launches the Steel Recycling Partnership which consisted of public service announcements, a "kit-in-a-can" for local promotions and traditional advertising on transit, TV and radio. Steel can recycling rate is 48 percent.
- 1994** "Steel Recycling CANpaign" wins two Mercury Awards from the International Academy of Communication Arts and Science for Best of Show and the Grand Award in the campaign category.
- SRI also hosts the First Annual Cycles for Science Summer Institute, a three-day conference which offered science teachers, environmental educators and solid waste management professionals the opportunity to experience environmental activities.
- 1995** SRI launches the Super Recycling Sweepstakes, featuring radio promotion and retail partnerships in grocery retailers in more than a dozen target cities. Michigan also becomes first state to endorse empty steel aerosol can recycling statewide, including a spot on TV's Home Improvement with Tim "The Toolman" Taylor.
- SRI launches ECO-Quiz, a daily 60-second environmental radio spot featuring personalities from television, film, the recording industry and professional sports. SRI also launches the *Cycles for Science Program*, a high school science education supplemental program focusing on biology, chemistry, earth/life science and physics.
- SRI takes its recycling message direct to the consumers through the USA Today in a supplement called, *North American Steel Today*. The insert was designed to increase consumer awareness of both steel's recyclability and the vital role it plays in our daily lives.
- 1996** SRI hosts the Magical Magnetic Tour for EPA and congressional staff, showing the "steel story" of how steel is easily separated and recycled.

- MORE -

PAGE 2 / 25 YEARS OF PROMOTING AND SUSTAINING STEEL RECYCLING PAGE

- 1997** SRI launches *Dialogue with America*, a year-long campaign designed to promote a higher understanding of the importance of recycling to both the environment and the economy. 1st Annual America Recycles Day ... SRI joined more than 100 public and private entities to launch the event. More than 3,000 educational events were conducted in 48 states and two U.S. territories to help consumers learn about buying recycled.
- 1998** SRI launches Rock, Roll and Recycle, a radio-driven program in nine cities, encouraging consumers to buy steel products, recycle steel products and enter to win a trip to the Rock & Roll Hall of Fame in Cleveland, OH. SRI's Show Room Bonus program featured a partnership between SRI and the Tri-State Quality Ford Dealers to communicate the strength, safety and recyclability of steel in automobiles. Steel can recycling rate is 56 percent.
- SRI becomes a business unit of the American Iron and Steel Institute, continuing to promote and sustain steel recycling in collaboration with steel producing members of the industry.
- 1999** Steel Recycling All-Stars partnered with radio stations in 10 markets, encouraging consumers to recycle steel products, and offered a chance to win a trip to the MLB All-Star game.
- 2000** SRI launches the Nerves of Steel campaign in markets across America, citing dangerous driving habits, including distracted driving and quantifying some of the worst cities for driving nationwide. The program tied these dangers directly to the fact that steel owned the attribute "safety" in the automobile and made others safer from those that engaged in these bad habits.
- 2001** SRI extends the Nerves of Steel campaign into Canada in conjunction with Victoria Day, reaching across the country with a radio tour to identify risky driving behaviors and ways to increase safety against aggressive and distracted driving.
- 2003** SRI makes the Steel Recycling Database searchable online, for consumers to find steel recycling options in their area from the thousands of recycling programs, scrap processors and collection centers logged in the database. Steel can recycling rate is 60 percent.
- 2004** As steel recycling approaches critical mass in recycling programs, SRI focuses on promoting benefits of steel's extensive recycling accomplishments, including resource conservation, energy reduction, steelmaking efficiencies, waste reduction and product stewardship.
- 2006** SRI joins WalMart to begin developing the retail giant's sustainability score card, which drove the store's environmental decisions in purchasing and packaging – giving steel a voice as a sustainable package. SRI also joins forces with metals manufacturers and scrap processors to develop the Declaration of the Metal Industry on Principles of Recycling.
- 2008** SRI partners with Habitat for Humanity to encourage the donation of cars to Habitat to benefit their Cars for Homes program. Steel can recycling rate is 65 percent.
- 2010** SRI launches the EnviroMetal™ Minute a series of 60-second podcasts that provided the latest steel recycling information and responses to current issues. SRI also re-launches the *SteelCycles* education curricula for grades 5-12 with updated modules focused on meeting national standards for increasing environmental literacy for use in classrooms.
- 2011** SRI joins with other recycled materials through the Recycling Roundtable to support U.S. Senate Resolution 251, concerning the improvement of collection, processing and consumption of recyclable materials throughout the US.
- 2012** Steel can recycling rate is 71 percent.
- 2013** SRI, in cooperation with worldsteel, creates a North American steel life cycle inventory data set that will be used to credibly promote and document steel's superior environmental performance for key stakeholders through life cycle assessment.

SRI marks one billion tons of steel recycled by the North American steel industry in the past 25 years.