

Contact: Ayodeji Oluwalana, Recycling & Special Events Coordinator, 515-509-9785, aoluwala@iastate.edu

FOR IMMEDIATE RELEASE

**Iowa State University Competes In “2021 Campus Race to Zero Waste Competition
(formerly “RecycleMania”)**

Ames, Iowa – Iowa State University will again be participating this year in the “Campus Race to Zero Waste Competition”- formerly Recyclemania. This is a competition organized by the National Wildlife Federation (NWF) for colleges and universities to assist them in advancing campus recycling and waste reduction efforts. The competition, which runs for eight weeks, starts on January 31 and goes through to March 27, and requires a weekly data reporting of weights of materials collected across campus.

The goals for participating in this competition include:

- Reducing waste, increasing recycling, and campus waste reduction efforts
- Focusing on target audiences or areas of campus (faculty, staff and students, residence halls, etc.)
- Building campus support for the university zero waste plan
- Raising the university departments/units support for the campus’ waste reduction/recycling program
- Benchmarking against other schools (athletic conference, state, etc.)

This year, we will be participating in the following categories:

- Per Capita Recycling- focuses on increasing our recycling rate on campus by tracking and reporting recyclables collected on campus.
- Diversion- tracks and reports the amount of recyclables (cans/bottles, paper and cardboard), food/organics and trash on a weekly basis.
- Electronics Waste- tracks the amount of computers, printers, consumer electronics and other scrap or refurbishable eligible materials collected across campus.
- Game Day- Basketball- reports the amount of recyclables, food waste and trash during one home basketball game.
- Race to Zero Waste- One Building Challenge- focuses on comprehensive effort to reduce, reuse and recycle the greatest amount of waste from a single designated building (focusing on the General Services Building for the 2021 competition).

“We will report our weights weekly to benchmark against other colleges and universities both in the US and in Canada throughout the entire eight week competition”, says Ayodeji Oluwalana, Recycling and Special Events Coordinator. “While the competition is stiff with hundreds of schools participating, we hope to leverage on this year’s competition to actively engage all campus stakeholders to support our recycling and waste reduction efforts”

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