



www.bransonmo.gov

City of Branson

110 West Maddux
Branson, MO 65616
417-337-8548

vmcfarland@bransonmo.gov

NEWS RELEASE

February 26 2016

Contact: Mona Menezes
City of Branson Engineering
417-337-8566 mmenezes@bransonmo.gov

Michelle Goth, Regional Business Manager
Ripple Glass
816-213-7558 | michelle@rippleglass.com

Branson Wins Midwest “Glass Recycling Program of the Year” Award

The City of Branson has been awarded “Glass Recycling Program of the Year” by Ripple Glass in Kansas City. The city competed for the award in a four-state area including Kansas, Missouri, Arkansas and Iowa. As the award’s first recipient, the City will receive a semi-truck load of Owens Corning fiberglass insulation made from the recycled glass. The insulation has a retail value of \$10,000.00 and will be used for energy conservation projects in the Branson area.

“Our citizens, visitors and employees made the extra effort to recycle their bottles and jars in this community,” said Mayor Karen Best. “Now we have the ‘closed loop’ of recycling, where a discarded material - glass, is being returned to our community as a valuable commodity used to conserve energy. As the trend toward sustainability awareness continues to grow globally, it is important that we demonstrate as a community that we are considerate of our environment and our resources. This is one effort to reduce our carbon footprint. This full circle recycle loop creates jobs and extends the life of our landfills.”

A panel of independent judges scored Branson’s application against a group of competing Midwest municipalities. The City of Branson grew its glass recycling program 63% in one year, from 169.48 tons in 2014, to 275 tons in 2015. Branson scored highly across a variety of criteria: its commitment to expanding its current capacity to ten collection sites for residents and tourists; its excellent education efforts, including awareness events, promotions at local businesses, as well as print and social media campaigns.

Several Branson community partners worked together to increase glass recycling received from residents, visitors, local wineries and distilleries, as well as Big Cedar, Harrison, Kimberling City, Hurley, Cape Fair, Branson Convention Center and numerous other businesses. Partners in this award-winning



Mayor Karen Best Recycles

effort include Taney County, EarthWise Recycle Center, Tantone Industries, United Methodist Church, Rhodes Family Price Chopper, Solid Waste District N, and Ozark Mountain Bottleworks.

In addition to glass, the City of Branson recycles cans, plastics, paper and cardboard. Several 24/7 recycle bins are located throughout Taney County with five additional recycle drop off locations in Stone County. More information can be found at www.bransonmo.gov or by calling 417-337-8566.

About Ripple Glass

The award is given by Ripple Glass, founded in 2009, the brainchild of the owners of Boulevard Brewing Company in Kansas City, Missouri. Before Ripple Glass, people in the Midwest states threw away millions of pounds of glass. For the owners at Boulevard Brewing, this included some of their own 10 million empty Boulevard bottles – lost forever in the landfill. Boulevard Brewing got tired of being part of the problem; with the support of local companies and community organizations, they came up with a solution—Ripple Glass.

Ripple constructed a state of the art processing facility and built a new way to collect glass. Since its launch in 2009, Ripple Glass has more than quadrupled the rate of glass recycling in the Kansas City metropolitan area, and partnered with nearly 80 municipalities throughout the Midwest, including Branson.

Why recycle glass?

Recycling glass saves energy and boosts the regional economy. Ripple Glass cleans and separates glass received to enable remanufacturing into new products. Ripple sends brown glass to a bottling plant in Sapulpa, Oklahoma to be made into beer bottles. All other colors of glass are made into finely ground cullet and sent to Owens Corning in Kansas City, Kansas to be manufactured into fiberglass insulation. All colors of glass bottles and jars can be recycled, and labels can remain on. While it is appreciated, there is no need to rinse the glass before recycling.

###