



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT

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**Recycling conversion, new toter deployment to start September 21**  
***Lafayette Sanitation Department to begin delivery of new trash carts this month***

Lafayette, Ind. – Sept. 9, 2015 – The city of Lafayette announces plans to deploy more than 22,000 new 64-gallon trash toters, and retrofit the current 96-gallon trash toters into recycling toters with new lids, starting later this month. The new recycling lids being placed on the 96-gallon toters include interactive, local advertising messages developed through National Cart Marketing. Revenue from the lid advertisements will off-set the cost of the new trash toters, therefore no tax dollars will be used and trash and recycling pick-up will remain a free service to city residents.

Upon delivery of the new 64-gallon toters, the City of Lafayette Sanitation Department is asking residents to start using their current 96-gallon toters for recycling only. The blue recycling bins will no longer be used. We encourage residents to leave the blue bins out so that they may be collected by the sanitation department. Shortly following the week of September 21<sup>st</sup>, the recycling toter lid conversion will be handled by National Cart Marketing. National Cart Marketing will also handle the maintenance of the recycling toter lids by changing out the advertisements every quarter. Complete deployment and conversion of the toters is expected to take up to 45 days, starting at the south end of Lafayette and working north. The new lid deployment is expected to be complete by the end of October.

The City of Lafayette is excited to bring an enhanced recycling experience to the community, making it easier than ever for residents to recycle. We believe this initiative will improve local sustainability and provide better services for our residents. We appreciate the community's assistance and acceptance of this program. If you have questions about the upcoming toter deployment, please contact the city sanitation department at 765-807-1411.

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**ABOUT NATIONAL CART MARKETING:**

National Cart Marketing, LLC (NCM) is an advertising and information company specializing in interactive out-of-home advertising. They have repurposed, redesigned, and manufactured new lid technology, offering a unique, high-value, space for message delivery. NCM integrates several areas of expertise – information management, direct marketing, digital marketing, and recycling – to offer advertisers a high-impact advertising medium that is high frequency and low cost. For more information, visit [www.nationalcartmarketing.com](http://www.nationalcartmarketing.com)

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