



**FOR IMMEDIATE RELEASE**

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**MIDWEST SPECIAL SERVICES PARTNERS WITH RECYCLING ASSOCIATION OF MINNESOTA AND MINNESOTA BEVERAGE ASSOCIATION TO IMPROVE GREEN EFFORTS IN ST. PAUL**

(ST. PAUL, Minn.)—[Midwest Special Services, Inc.](#), (MSS) has partnered with [Recycling Association of Minnesota](#) (RAM) and the [Minnesota Beverage Association](#) (MBA) to make St. Paul a greener city by recycling plastic bottles and aluminum cans at participating Holiday Station stores. Those who fuel up at the pump can now utilize MSS-branded collection bins to dispose of recyclable materials. The collected materials are then sorted before being recycled locally.

MSS recycling efforts began in February of 2013. As of late, MSS has shipped 248 pounds of aluminum cans and 860 pounds of #1 plastic. MSS hopes to expand this program into the Westward suburbs of St. Paul as well as sign on additional gas and service station franchises in the area. The MSS recycling efforts have already expanded to include the collecting and processing of shrink film from Gander Mountain and Anoka County.

“We saw great potential in this partnership after realizing how much recyclable material is thrown into the trash each day at gas stations,” says Alison Mertens, Program Supervisor of Vocational Services at Midwest Special Services Inc. “This partnership aligns with our core values by providing work and training opportunities for our clients. We are equally thrilled about getting to positively impact our community and environment.”

“The Message in a Bottle Program™ is the only program of its kind in Minnesota,” says Maggie Mattacola, Director of the Recycling Association of Minnesota. “Together, our organizations are able to keep valuable recyclables out of landfills while also providing rewarding, innovative employment opportunities for individuals with disabilities.”

“We are proud to partner with RAM and Midwest Special Services on this important expansion of Message in a Bottle. It is critical that we give consumers more opportunities to recycle away from home to prevent valuable materials from filling up our landfills,” said Tim Wilkin, President of the Minnesota Beverage Association.

### **About Midwest Special Services, Inc.**

Midwest Special Services, Inc. was established in 1949 with a mission to help people with disabilities to achieve their full potential and greater independence through individualized services and supports. With five locations in the Twin Cities metro area, MSS supports the ambitions and unique needs of over 600 adults each year who are living with significant disabilities. With more than 60 years of service to the community, MSS has never wavered from its mission, empowering 100 percent of each person’s ability to make choices in their daily lives. For more information visit [www.mwsservices.org](http://www.mwsservices.org), log on to the Midwest Special Services [Facebook](#) page, and follow them on [Twitter, @MWSservices](#).

### **About Recycling Association of Minnesota**

The Recycling Association of Minnesota (RAM) is committed to promoting resource conservation through waste prevention, reuse, recycling, composting and purchasing practices using the most cost effective and environmentally sound methods available in Minnesota. We do this by holding conferences, convening educational forums, creating networking opportunities, disseminating timely information, providing public education, creating unique recycling programs and initiating cooperative dialogue among our diverse membership. RAM provides outreach activities to the public through the America Recycles Day campaign, our unique recycling programs, our website, recycled product educational kits, educational events and other means. RAM is the state affiliate of the National Recycling Coalition, Keep America Beautiful, and is the state organizer for America Recycles Day. RAM has more than 200 members from the public, private, and nonprofit sectors. RAM is a 501(c)(3) nonprofit organization.

### **About Minnesota Beverage Association**

The Minnesota Beverage Association (MBA) members are producers, marketers and distributors of almost every non-alcoholic beverage you can image. For over 100 years, the Association has been committed to promoting the best of the beverage industry through information dissemination, recycling programs, public awareness campaigns, fitness

and wellness programs, and providing timely updates on industry activities.