

RING LEADER REPORTER



RING LEADER RECYCLING PROGRAM HONORED TO BE IN- VITED TO DISNEY EARTH DAY EXPO

Hi-Cones' Ring Leader Recycling Program was honored to be invited to participate in Walt Disney's Earth Day Expos, which are hosted across Walt Disney properties for the Cast Members during the month of April each year. Disney's commitment to sustainability runs deep and the company dedicates the entire month of April to Earth Day Expos, showcasing a variety of environmental organizations and efforts to educate, inspire and involve its Cast Members.

Caitlin Cox, who is part of the Walt Disney World Environmental Initiatives team, said, "Part of our Earth Day involves inspiring and motivating our Cast Members to make a "Pledge To Take Action" to positively benefit and protect nature. Cast Members are encouraged to pledge, for example, to recycle more and to recycle a wider variety of products; this is why I saw our connection to be so important and we were elated to have you and Hi-Cone once again at our expo."

Julie Hoganson described Hi-Cone's program which helps minimize the damaging effects of litter on the environment. The Ring Leader Recycling Program, designed for both formal and informal educational venues, implements the "Three R's" process of Reduce, Reuse, & Recycle with the use of Hi-Cone carriers. Participants in the program collect ring carriers and returns them to Hi-Cone. The ring carriers are then used in open loop recycling to make a variety of industrial products. This helps to reduce litter and waste in our landfills as well as the amount of natural resources needed to create new products. Information on the Ring Leader Recycling Program was displayed at Earth Day Expo's across Walt Disney World properties.

Disney has participated in the program since 1996, and has recycled more than 4 million ring carriers, an outstanding achievement. Though Ring Leader has worked with Disney on its environmental initiatives, Hoganson said many attending the events were unaware that Hi-Cone's plastic rings are photodegradable. "The feedback from visitors all across the events was enthusiastic regarding how photodegradability protects animals if the ring carriers are discarded improperly," she said. "When I showed examples of photodegraded rings they were amazed. They were glad to know that the rings break apart with prolonged sunlight exposure and pose no danger to the environment or wildlife."

** More than 12,000 schools, business and groups around the world have helped to save the environment by participating in the Ring Leader Recycling Program and over 334 million rings have been recycled. For further information. Please visit www.ringleader.com.*