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The 4th Annual Avenue of the Vines Goes Green By Recycling Foam Cups from Lodi's Dart Container Corporation


LODI, Calif. (May 12, 2010) – Lodi's Dart Container, a company employing more than 100 people in the area, will be providing and recycling foam cups from the 4th annual Kaiser Permanente Avenue of the Vines Half Marathon & 5K. Sunday's race, through country roads with scenery of grape vines and mustard seed just east of Lodi, is taking its place among already established marquee athletic events across the U.S. in setting a new standard in reducing its environmental impact. Dart is contributing more than 8,000 cups and collecting the cups to be recycled at its plant in Lodi, where they accept used foam products for recycling at no cost to the public. Once collected, the material is used to make new products including picture frames or decorative moulding.

From the moment that competitors register to the time they cross the finish line, participants will enjoy water and other liquid refreshments from 100 percent recyclable foam cups, instead of wax-lined or paper products that cannot be recycled.

Benefitting the Lodi Boys & Girls Club and the American Heart Association, the race will take place on Sunday, May 16, starting at 7 a.m. at Woodbridge Winery at 5950 E. Woodbridge Rd., Acampo, Calif. and ending at the same place.

"We're happy to sponsor the race again this year," said Michael Westerfield, Corporate Director of Recycling Programs at Dart. "Being a part of our community is important to Dart – especially if it gives us a chance to not only give back, but build awareness around local recycling resources."

The company is driving recycling efforts from its California manufacturing facilities in Lodi and Corona to workplaces across the state, and from its warehouse recycling centers to consumers' homes in curbside recycling efforts, such as L.A.'s "New to Blue." In addition, Dart operates 13 public foam drop-off locations throughout the country at its production plants in California, Florida, Georgia, Illinois, Kentucky, Michigan, Mississippi, North Carolina, Texas, Pennsylvania, and Washington. Together these centers can reprocess more than 12 million pounds of foam annually.

Foam  can be recycled by:

- Rinsing cups and containers to rid them of food.
- Placing foam in a clear plastic bag.
- No straws or lids.
- No foam insulation
- No packaging peanuts (call 800-828-2214 or go to www.loosefillpackaging.com for sites).

About Dart Container Corporation

Established in 1937, Dart Container Corporation sets the industry standard of excellence by providing high quality, recyclable, affordable and safe foodservice products and packaging, exceptionally reliable service and responsible environmental practices. Dart is making a concerted effort to increase foam recycling opportunities throughout the country and strives to produce high-quality, cost-effective products in a manner sensitive to environmental concerns. Dart is headquartered in Mason, Mich. For more information, visit www.dart.biz or call (800) 248-5960.

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