



Contact: Michael Westerfield Tian Lee
Dart Container Corporation 310.633.9425 (office)
909.793.2729 tian.lee@hillandknowlton.com

Lansing's Annual Capitol City River Run Goes Green By Recycling Foam Cups from Local Dart Container Corporation

LANSING, Mich. (September 25, 2009) – Mason's Dart Container, a company employing nearly 1,100 people in the area, is the sole provider of the annual Capitol City River Run's foam cups, which will be collected on-site for recycling. Sunday's race is taking its place among already established marquee marathon and half-marathon events across the U.S. in setting a new standard in reducing its environmental impact. Dart is contributing more than 6,000 cups and collecting the cups to be recycled at its plant in Mason, where they accept used foam products for recycling at no cost to the public. Foam is ground up, converted to plastic resin pellets and sold for reuse as an ingredient in non-food service 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.

With more than 2,000 runners and walkers expected, the half marathon and 5K run/walk benefitting Impression 5 Science Center take place on Sunday, Sept. 27, starting at 8:30 a.m. at Lansing Center and finishing at Adada Park. Dart employees will be running in races, accepting foam and manning a booth at River Front Park at 300 North Grand Ave.

"We couldn't be happier to be a part of this event and contribute to a more sustainable race," said Michael Westerfield, Corporate Director of Recycling Programs at Dart. "Dart's always looking for ways we can positively support our community and the company and our employees are dedicated to raising awareness that foam recycling in Michigan is possible and practical."

Foam can be recycled by:

- Depositing your foam in a sealed, clear bag.
- Rinse cups and containers to rid them of food.
- No straws or lids.
- No packaging peanuts (Try your local shipping store).
- Put shaped foam in a separate bag from your food service containers.

Often improperly called "Styrofoam," foam products are recyclable and reusable. Foam products generate less waste in their production than paper alternatives, are stable and safe in landfills, and burn cleanly in modern municipal energy-from-waste facilities.

The company is driving recycling efforts from its manufacturing facilities in Mason to more than 30 counties in the state. In 2008, Dart recycled 200 tons of postconsumer foam in its Mason facility.

About Dart Container Corporation

Established in 1937, Dart Container Corporation sets the industry standard of excellence by efficiently providing high quality, affordable foodservice packaging solutions, exceptionally reliable service and responsible environmental stewardship. 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.