



## **FOR IMMEDIATE RELEASE**

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### **SWA Kicks Off Pilot Curbside Recycling Program**

**September 24, 2010 – Conway, SC** ---- The Horry County Solid Waste Authority in conjunction with Pulte Homes will kick-off a pilot curbside recycling program at the Heritage Preserve Subdivision on Highway 90 in Conway to determine the feasibility of curbside recycling in a subdivision.

“The SWA is always looking at different ways to increase recycling participation throughout the County”, said Danny Knight, SWA Executive Director. “We are hopeful this pilot program will provide us with valuable information regarding curbside recycling collection possibilities that we can share with other subdivisions, neighborhoods and waste haulers.

The six-month pilot program will offer curbside recycling service to residents, through the use of 18-gallon recycling bins provided by the SWA. The pilot program is scheduled to begin with a kick-off event on October 2, 2010, from 8:00AM-10:00AM at the Heritage Preserve Amenity Area, where Pulte Homes representatives and SWA staff will discuss the program, answer questions and distribute recycling bins. Craig Hobart of Pulte Homes/Heritage Preserve HOA stated, “We are excited about partnering with the Solid Waste Authority on this pilot program and believe it will prove beneficial to everyone.”

For additional information, please contact the Horry County Solid Waste Authority at (843) 347-1651 or visit the website at [www.SolidWasteAuthority.org](http://www.SolidWasteAuthority.org).