



*A non-profit association that provides statewide proactive leadership on waste reduction and recycling through education, advocacy, collaboration, programs and services.*

## For Immediate Release

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## New Law Increases Recycling Funding for 2016 AROW Applauds Sen. Rob Cowles as Recycling Champion

**Stevens Point, WI (April 27, 2016)** –Associated Recyclers of Wisconsin (AROW) is delighted to announce that a new law will increase recycling funding by \$3 million, partially correcting a \$4 million loss realized as a part of the 2016 state budget. This funding provides essential financial support for local recycling programs across the state and is supported by landfill tipping fees.

The new law, signed yesterday by Governor Walker, originated in August 2015 with Sen. Rob Cowles (R-Green Bay). Concerned that the funding cut may negatively impact recycling, an essential part of local waste reduction programs and a driver of economic development, the senator conducted an evaluation of the recycling fund. The evaluation showed a considerable sum of money remained in the fund after all 2016 state budgetary obligations were met, prompting Sen. Cowles to author the bill that yesterday became Wisconsin Act 392.

In September 2015, the senator reached out to AROW, asking for support in advancing the cause of recycling funding for budget-strapped local recycling programs. Given that AROW has, for over a decade, held a policy that landfill fees collected as recycling fees should be wholly used for recycling and waste reduction, the AROW board approved support for Sen. Cowles and the recycling bill. "It has been a great pleasure working with Sen. Cowles and his staff on this project. I am even more pleased to say that AROW played a role in bringing millions back to recycling!" said AROW President Meleesa Johnson.

AROW wishes to acknowledge and applaud Sen. Cowles's dedication to recycling and waste reduction. He is a true Recycling Champion! In fact, Sen. Cowles was honored for his work at the recent Wisconsin Integrated Resource Management Conference by not only AROW, but also its industry partners, the Solid Waste Association of North American-Badger Chapter and the Wisconsin Counties Solid Waste Management Association.

For more information about AROW and RMW (a program of AROW):  
[www.arow-online.org](http://www.arow-online.org) [www.recyclenorewisconsin.org](http://www.recyclenorewisconsin.org)

Parties interested in becoming AROW members or RMW sponsors, please contact Angie Lemar-Program Director at: [programs@arow-online.org](mailto:programs@arow-online.org)

### About the Associated Recyclers of Wisconsin (AROW)

*Founded in 1990, AROW is a 501(c)(3) association representing Wisconsin's recycling, waste reduction and sustainability professionals with members from local government, businesses and non-profit groups. The organization provides leadership through education, advocacy, and collaboration and promotes effective, efficient and sustainable material recovery initiatives. For details on AROW, its positions and programs visit [www.arow-online.org](http://www.arow-online.org).*