

August 27, 2009

FOR IMMEDIATE RELEASE

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Don't be a Litterbug...

(but save 20% at Construction Junction if you can find one)

Construction Junction (CJ) and The Pennsylvania Resources Council (PRC) are teaming up to create a special promotion to draw attention to PRC's 70th anniversary and CJ's mission of reuse. Between September 1st and September 11th Construction Junction will be hiding 10 Litterbug Bobbleheads throughout CJ's retail space. Track down a Bobblehead, bring it to CJ's cashier when you're ready to check out and get 20% off your purchase.

In 1999, the Pennsylvania Resources Council supported the creation of Construction Junction. Over the last 10 years, the two organizations have partnered on hard to recycle events, backyard composting classes and vermicomposting classes in an effort to bring greater opportunities for the residents of our region and across the state to reuse and recycle.

"We thought using the Litterbug to promote our mission of reuse and our continuing connection to PRC was an effective use of this 59 year old environmental icon", said Mike Gable, Executive Director of CJ. "Our organization will celebrate 10 years of promoting reuse and PRC has been protecting Pennsylvania's environment and scenic beauty for 70 years. We hope this small, fun promotion will continue to draw attention to these two important milestones for both organizations" Gable said.

"As shoppers seek out the Litterbug at Construction Junction, we want folks to remember that a lot of what makes up litter is a resource that can be recycled. Just making sure it gets to the recycling bin is important, but we need to do more in the way of recycling and reuse" said Dave Mazza, Western Regional Director of PRC. "We also want to remind people to be part of the solution and not to contribute to the existing litter problem."

The first Litterbug Bobbleheads will escape onto CJ's sales floor on Tuesday, September 1st, 2009. Construction Junction is located at 214 N. Lexington Street in Pittsburgh's East End.

The Pennsylvania Resources Council (PRC), a 501 (c)(3) non-profit environmental organization, is one of the oldest grassroots environmental organizations (founded in 1939) in the Commonwealth. PRC works to solve environmental problems by working together with business, government, and citizens' groups and promotes resource conservation through its recycling and waste reduction, litter prevention, watershed and air quality awareness programs. PRC's mission is ***to lead and promote individual and collective actions to preserve Pennsylvania's environmental resources for each generation.*** More information can be found at www.prc.org

Construction Junction (CJ) is a project of the Pennsylvania Resources Council with a mission ***to promote conservation through the reuse of building material.*** CJ diverts about 50 to 75 tons of useable building materials from area landfill every month. It is Pittsburgh's only non-profit building material reuse retailer and is designed so that its ongoing operations are sustained by its operating revenues. The proceeds of its fundraising efforts are used for special projects to make CJ's operations more efficient and customer friendly. These projects include the development of a more sophisticated customer management and inventory tracking system. Longer range plans include making CJ's home a model for commercial green building in Western Pennsylvania. More information can be found at www.constructionjunction.org.

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