

# News Release

August 21, 2012

## **RECYCLEBANK Promotes DART Public Transit in Delaware**

The City of Wilmington and the very successful local RECYCLEBANK program are a natural fit that an organization that sponsors the environmental value of curbside recycling would also recognize the earth-friendly and energy saving aspects of promoting public transit. The Delaware Transit Corporation - DART First State appreciate that RECYCLEBANK Wilmington included the transit service provider in this very **GREEN** partnership at no cost to the agency.

RECYCLEBANK is an international corporation headquartered in New York City with offices in Philadelphia and London.

The RECYCLEBANK Wilmington program is offering great prizes in their promotional sweepstakes that began on August 1 and will run through October 31, 2012. The prizes include three First Place Prizes of a full year's worth of DART Bus passes, valued to over \$800.

The overall focus of the sweepstakes is to encourage additional memberships in the recycling effort. More detailed sweepstakes rules and regulations can be reviewed by going to the [Recyclebank.com/Wilmington](http://Recyclebank.com/Wilmington) website.

Though similar promotions were presented by RECYCLEBANK, in other cities, this particular program is fairly unique to Wilmington. In addition to including DART in the sweepstakes, RECYCLEBANK has also purchased advertising on at least eight DART passenger shelters in Delaware's transit system.

The Delaware Transit Corporation, a subsidiary of the Delaware Department of Transportation (DelDOT), operates DART First State. DART First State services include intercounty, fixed route and seasonal bus, Paratransit, contracted SEPTA commuter trains, Operation Lifesaver rail crossing safety program, and RideShare Delaware ridematching program. For information on fixed route services statewide, please call 1-800-652-DART. Paratransit reservations and GoLink information is available at 1-800-553-DART. More information is available on the web at [www.DartFirstState.com](http://www.DartFirstState.com). For media inquiries, please call DART Marketing at 302-576-6003 or 3023-576-6005.

