



News From

Maggie Brooks

Monroe County Executive

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BROOKS LAUNCHES "REFILL NOT LANDFILL" CAMPAIGN TO PROTECT ENVIRONMENT

Effort encourages use of refillable containers to reduce landfill waste

County Executive Maggie Brooks today launched the *Refill Not Landfill* campaign, the latest initiative in Monroe County's efforts to protect the environment. The nationally recognized campaign encourages all County residents to use refillable containers along with household tap water instead of consuming disposable water bottles in an effort to reduce landfill waste.

Brooks was joined at today's announcement by representatives of the Monroe County Water Authority and local company Thermo Fisher Scientific. Nalge Nunc, a subsidiary of Thermo Fisher Scientific, manufactures its Nalgene reusable container product line at a facility in the Town of Penfield.

"The Refill Not Landfill campaign is an exciting and tangible component of our overall green efforts," said County Executive **Maggie Brooks**. *"This project is a win-win for our entire community because it benefits our environment and helps local families save money. It also keeps petroleum-based disposable water bottles out of our landfills and helps support the 1,000 workers at Thermo Fisher Scientific and Nalge Nunc."*

Starting today, residents can visit www.monroecounty.gov and click on the *Refill Not Landfill* icon. From there, users will be taken to an informational site that outlines the new initiative and links them to the Nalgene website where new reusable bottles can be purchased for only \$11.50. For every bottle purchased through Nalgene's website, a two-dollar donation will be made to the Monroe County Parks Trust Fund. This charity is dedicated to improving local parks, including the county's parks reforestation program, which was launched this May in Mendon Ponds Park.

"We are thrilled to partner with Monroe County on this important initiative," said Thermo Fisher Scientific General Manager Steve Silverman. *"Through this effort we hope to reduce the environmental impact of disposable water bottles and help families save money by relying on our great local water. The fact that a portion of proceeds from the limited edition "Refill Not Landfill" bottle will be donated to support our county parks is a great added benefit."*

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In addition to the support from Thermo Fisher Scientific, the Monroe County Water Authority played a key role in this collaborative effort.

“There is no dispute that disposable bottled water is convenient,” said Monroe County Water Authority Executive Director Edward Marianetti. *“However, studies have shown that the quality of water in these containers is no healthier than, and is not held to the same stringent standards as the water that comes from your tap at home. When you include the incredible price premium you pay for bottled water over your tap, it becomes a very easy decision to support the Refill Not Landfill effort.”*

A February 2, 2006, article published by the *Earth Policy Institute* revealed that “...roughly forty-percent of bottled water begins as tap water; often the only difference is added minerals that have no marked health benefit.” Using household tap water over bottled water is proving to be not just helpful to the environment but it’s far more cost effective. For just one-cent, these reusable bottles can be refilled with safe, pure public water ten times over. By comparison, bottled water can cost as much as ten dollars per gallon due to the cost of materials and distribution.

For more information about using refillable bottles and where to purchase them, please visit:

www.refillnotlandfill.org
www.nalgene-outdoor.com

For further information on bottled water usage and its impact on the environment, please visit:

www.earth-policy.org
www.container-recycling.org
www.drinktap.org

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Media Inquiries, contact:

Department of Communications at 753-1080