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**PARK CITY’S MOBILE RECYCLING CENTER ENCOURAGES HEALTHY,
SUSTAINABLE BUSINESS COMMUNITY**

PARK CITY, UTAH (April 15, 2011) – The Historic Park City Alliance (HPCA) has wrapped up the second winter season of its unique Mobile Recycling Center and successfully worked with Historic District businesses to improve sustainability. Prior to the mobile recycling program, Park City’s Main Street businesses filled up dumpsters with tons of usable material. The mobile recycling program has to date diverted half of these recyclables from the municipal landfill.

“Recycling seems like such a routine chore these days, but developing a seamless recycling plan for Main Street businesses was a challenge,” explained Rick Anderson, a member of the HPCA Board of Directors and owner of the Eating Establishment restaurant on Main Street. “Park City’s snowbanks and confined streets are difficult enough to navigate in the winter without unsightly trash or recycling bins clogging the sidewalks. As small mountain town business owners who care about our climate and environment, this was an important decision to help improve our community.” The solution, said Anderson, was to create a recycling center on wheels that made it easy for businesses to recycle just steps away from their front doors.

Joe Kernan, owner of Good Earth Recycling, which contracts to provide the service said that the Mobile Recycling Center successfully recycled 78 tons of materials from

participating Historic District businesses in 2010. Currently, the HPCA mobile recycling program serves about 50 businesses three days a week, by collecting recyclables at nine stops along Main Street. Businesses are given a 15-minute window at each stop for personnel to deliver their pre-sorted recyclables directly to Good Earth's recycling truck. "It's like meeting an ice cream truck," said Anderson, "but the flavors are sustainability and environmental stewardship." The mobile recycling effort is financially independent because it is funded by the Historic District businesses themselves, added Anderson.

"Mobile recycling encourages community participation and interaction, which is important in small towns that thrive on local relationships," said Anderson. "We've seen a positive response from both business owners and the folks at Good Earth Recycling. It's a healthy program that supports our community, commerce and local camaraderie."

For more information on HPCA and its mobile recycling efforts, please visit www.historicparkcity.com or contact Christa Graff at christa@graffpr.com or 435.640.7921.

HISTORIC PARK CITY: 'THE MAIN ATTRACTION'

With a thriving business district that boasts more than 250 shops, restaurants, resort and cultural activities, art galleries and signature events, it's no doubt that Historic Park City is "The Main Attraction." The Historic Park City Alliance (HPCA), is dedicated to promoting Park City's Main Street and surrounding area as a viable, vital and dynamic place to live, work and play while also encouraging business development and enhancing activities that benefit the district.

Nestled in the valley bordered by Park City Mountain Resort on one side and Deer Valley Resort on the other, it is the heart and soul of our mountain town and the epicenter of all that is fun and spontaneous. Historic Park City serves as the backdrop to Park City's annual marquee events including the Sundance Film Festival, Park City Arts Festival, Park City Food & Wine Classic and Savor the Summit. Favorite locals' activities on Main Street include the Park Silly Sunday Market and Friday Night Gallery Stroll.

For more information on Historic Park City Business Alliance, visit the web at www.historicparkcityutah.com.

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