



Contact:
Alexis Stoxen
Marketing Specialist
WasteCap Resource Solutions, Inc.
(414) 961-1100
astoxen@wastecap.org

FOR IMMEDIATE RELEASE

Friday, January 22, 2010

ABC's 'Makeover' show goes green with help from WasteCap

Nonprofit WasteCap Resource Solutions provided construction and demolition waste management support for first green episode of 'Extreme Makeover: Home Edition'

MILWAUKEE – As if it weren't enough to provide families in need with new homes, ABC's "Extreme Makeover: Home Edition" is going to start helping the environment, too. Airing this Sunday, January 24, on ABC will be the first-ever "green" episode of "Extreme Makeover: Home Edition," thanks to help from organizations like WasteCap Resource Solutions.

Milwaukee nonprofit WasteCap sent staff to volunteer on the "Extreme Makeover: Home Edition" project when it was filmed in November in Buffalo, New York. WasteCap staff wrote the waste management plan, assisted with locating reuse and recycling markets, educated workers on reuse and recycling handling requirements, and documented results for the project.

The "Extreme Makeover: Home Edition" project diverted 870 tons of waste from landfills by reusing and recycling, achieving a 93.3 percent diversion rate; easily surpassing the project goal of 75 percent.

WasteCap was invited to the project by the City of Buffalo and worked under the direction of David Homes, the building contractor. With the assistance of the Minority Contractor Alliance, WasteCap kept track of the solid waste that left the site in order to document the weight and volume of trash vs. recyclable or reusable materials from the project site.

Impact of C&D Waste

For almost ten years WasteCap has provided on-site construction waste recycling plans and monitoring for builders, developers and owners to meet their waste minimization and recycling goals. For over \$3 billion of construction projects, WasteCap has manually tracked and documented the diversion of over 267,000 tons of debris from America's landfills.

Nationally, the U.S. Environmental Protection Agency estimates more than 170 million tons of C&D debris are generated each year. In Wisconsin, C&D debris – much of which is recyclable – represents a huge proportion of the municipal solid waste (MSW) stream. A 2002 DNR study found that C&D debris made up nearly 30 percent of the MSW stream, with five of the top 10 largest single components of the MSW being materials found in C&D debris, including untreated wood and shingles as the first and third largest components, respectively.

###