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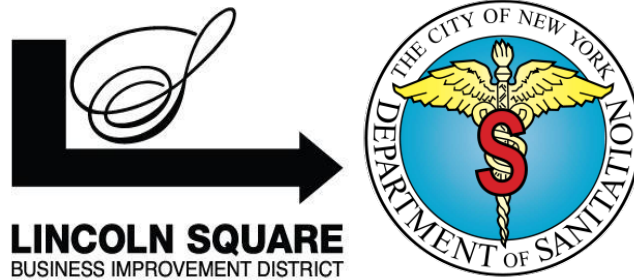
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**FOR IMMEDIATE RELEASE**

**Thursday, March 13, 2014**



**Lincoln Square Business Improvement District and  
New York City Department of Sanitation Commissioner John Doherty Launch  
New Recycling Program on the Upper West Side**



*L-R: **Brian Byrne**, Chair of the Lincoln Square BID Services Committee / Vice President, Fordham University; **John Doherty**, Commissioner, New York City Department of Sanitation; **Monica Blum**, President, Lincoln Square Business Improvement District; **Michael Arney**, Chief of Collection Operations, New York City Department of Sanitation; **Photo Credit: Elena Olivo***

**New York, NY** - Today, the Lincoln Square Business Improvement District (BID) and the New York City Department of Sanitation (DSNY) announced the initiation of an exciting cooperative expansion of a new public space recycling bin program. The Lincoln Square BID works closely

with DSNY all year long to make Lincoln Square, the gateway to the Upper West Side, one of the cleanest neighborhoods in the city, and is pleased to be partnering with DSNY for this important initiative. Thanks to DSNY, twenty-two (22) recycling cans (11 for paper & cardboard / 11 for glass, metal & plastic) have been strategically placed in the Lincoln Square area as a part of this new program that the City plans to expand.

“We support the Department of Sanitation’s efforts to encourage the public to recycle and are thrilled to have the opportunity to be part of this new program,” says Monica Blum, President of the Lincoln Square BID.

“These newly designed public space recycling containers will ensure that New Yorkers, and the many visitors that come to our city every day, can recycle their paper, bottles and cans while on the go,” said Sanitation Commissioner John J. Doherty. “It will continue our goal of providing excellent and uniform recycling services for New Yorker's whether at home, school, work or on the street.”

“NYC is a walking city and most of what we walk around with is paper, plastic and aluminum. DSNY is now deploying the comprehensive recycling infrastructure required to enable all New Yorkers to easily recycle, keep our streets clean and divert waste from costly landfills,” said Ron Gonen, Deputy Commissioner for Recycling and Sustainability.

**About the Lincoln Square BID:**

*The Lincoln Square Business Improvement District (BID) is a not-for-profit tax-exempt organization that was formed in 1996 by property owners, businesses and others with a stake in this Upper West Side community. Its mission is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects. The BID’s efforts are focused on supplemental sanitation and security services; the beautification of public spaces, malls, and parks; and the promotion and marketing of the area's diverse business and cultural offerings. The BID is a catalyst working with business, community and city partners to promote positive change in Lincoln Square. Its programs and initiatives are designed to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.*

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