



## VERDE LAUNCHES NATIONWIDE

The company that created Recycling Perks 8 years ago is now greening cities in new ways with VERDE

**Chesapeake, VA** – Recycling Perks, the recycling incentive program, becomes one of 5 services the company offers—and it has everyone seeing green. Verde, which is Spanish for green, officially launched on April 23<sup>rd</sup>, 2018, as an overall green outreach services provider. The services VERDE offers will be similar to the ones Recycling Perks cities have been enjoying for years, but as ala carte options.

“In the last few years, more and more of our clients have been asking for help reducing contamination or creating targeted marketing campaigns. When our company started, our outreach was focused on simply getting the word out about the perks program, but in the past couple of years, we’ve been focusing more on educating residents about how to recycle right and how to keep their city clean. Not every city or hauler needs a recycling incentive or reward program. VERDE will be able to help cities and haulers alike who may only need help with outreach, data analysis, mapping or media/event planning. We’ve already been doing this, but with our new company portfolio, we’ll be able to offer cities and haulers just what they need.” describes Sandra Hungate, Vice President of VERDE.

VERDE’s value-packed programs enable cities and haulers to integrate specific, targeted, customizable services that can enhance, or even replace, current programs, ensuring that their unique, individual needs are met.

“With many cities and haulers feeling the pinch of reduced revenues from recycling, increases in the cost of disposal, and other factors that affect the bottom line, they need an alternative to the often expensive, but much needed, services. VERDE strives to create a relationship with each of its clients that is both strategically designed for success and cost effective.” explains Bill Dempsey, President of VERDE.

Of course, Recycling Perks will continue to be available as a complete, turn-key option for cities and haulers who are seeking a robust, effective incentive-based program that encourages residents to shop locally, educates them about recycling best practices, and rewards them for their recycling efforts.

VERDE is not your average marketing or consulting firm. They are marketing, environmental, data, and program development professionals who are passionate about the environment and creating a greener world for us all.

### **About VERDE:**

We provide the ultimate tools that cities need to become greener/more environmentally-friendly. Our forward-thinking team of professionals works with community and sustainability leaders to foster green habits, encourage recycling participation, reduce contamination, decrease landfill waste, and tackle other problems by providing them with customized programs. These may include environmental outreach, media, incentives, targeted data, and more to address a city/hauler’s specific needs. VERDE will help you be the green you want to see.

Discover our services at: [www.verdeoutreach.com](http://www.verdeoutreach.com)