

To Whom It May Concern:

The Board of County Commissioners is glad to offer this letter of support for BRING Recycling. BRING is responsible for pioneering recycling in Lane County and has, for more than 30 years, continued to break new ground and keep the Reduce, Reuse and Recycle message before the public. So successful have they been that Lane County has achieved one of the highest recovery rates in Oregon. Now BRING is planning to develop a new facility, one that will greatly increase their ability to provide these important services to Lane County residents.

For three decades thousands of Lane County schoolchildren have learned the importance of conservation as a social ethic necessary to the health and welfare of our community and the world at large. At a dizzying array of fairs, events, business meetings and neighborhood gatherings thousands of adults receive the same message. BRING sponsors special collection events, radio spots, a quarterly newsletter. They write newspaper articles, put out media releases and advisories, hold press conferences. The result is that recycling has become a core community value, something citizens both expect and take for granted. Few other counties nationwide can boast such a comprehensive system as we have here.

That BRING has survived for over thirty years despite fluctuating recycled materials markets, limited trade association assistance and without going to the public for support is testament to the commitment of staff and the resolve of volunteer Boards of Directors. Part of BRING's ability to survive and thrive can be attributed to its adaptability. They continually reinvent themselves to respond to changing conditions, yet they never lose sight of the importance of public education and enlightenment.

Conservation is more important today than ever. The population of this region is expected to double over the next twenty-five years. More people means more waste and more pressure on the environment. BRING's new site will allow them to serve more people. They will be able to expand their education program, reach more people, handle more materials and increase the number that are reused. The facility will be a regional destination, something Lane County can be proud of.

BRING is a valued community resource recognized as a leader in the field of waste reduction, reuse and recycling. We endorse their goal to

develop a new site that will become a beacon to lead the community to a sustainable future.