

For immediate release

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JEKYLL ISLAND CLUB HOTEL STARTS NEW RECYCLING PROGRAM

Jekyll Is, GA---General Manager Kevin Runner of the Jekyll Island Club Hotel recently announced the launching of an extensive recycling program at the property. Guests and employees alike are encouraged to participate in this pilot program to improve the ecology of this island community and to address the growing problem of decreasing landfill capacity in the state. By enlisting employees, Runner hopes the Hotel can take the lead in "going green." "I have confidence in our team," says Runner. "A large number of employees, already recycling on their own, are enthusiastic about this program."

The Georgia 2005 Waste Composition Study by the Georgia Department of Community Affairs stated that nearly 2.6 million tons, approximately 40 percent, of the municipal solid waste Georgians throw away per year were recyclable materials. This is a growing problem. Typically today, area governments pay about \$50-60.00 per ton to dispose of solid waste according to one report. That could triple in five or six years.

While the problem is relieved temporarily by opening new landfills, that is not a long term solution. We may need a paradigm shift to reduce the tremendous amount of waste going into the landfills. All of us need to change the way we think about this. The good news is that at this time more than 80 percent of what goes into the landfills is recyclable. Most items we throw away can be reprocessed and reused.

Georgia now has one of the strongest markets for recyclable material in the United States, according to one analysis.

Runner has plans to turn things around at the Jekyll Island Club Hotel. "Our first steps will be to separate basic disposable waste so that it can be readily collected and taken to the recycling center. We've enlisted the aid of Coastal Disposal & Recycling of Brunswick, GA. They will place a large bin on the site so that items can be collected effectively and taken to the recycling center in Brunswick. The company makes every effort to minimize landfill waste. We're hoping to see the re-establishment of disposable waste collections on Jekyll Island in the near future," said Runner. "Items separated in this initial step include #1 and #2 plastic bottles and jugs, aluminum, newspaper, junk mail, magazines and corrugated cardboard cut into 3'x 3' pieces. Receptacles placed at strategic locations around the property will encourage the efforts of employees and guests alike."

"We have received numerous inquiries from guests about recycling," said Runner. "They are actively involved in recycling in their home communities, and they expect to continue the practice while traveling."

"As the pilot program in Glynn County, in partnership with Keep Brunswick and the Golden Isles Beautiful (KBGIB), and Coastal Disposal & Recycling, our goal is to establish a program that will be available to the entire hospitality community in the Golden Isles and more importantly, a model program for the entire Southeast," Runner stated.

Runner hopes to have the program fully implemented by June 30, 2008, and be able to share the results by the end of summer.

For more information contact the Jekyll Island Club Hotel, 371 Riverview Drive, Jekyll Island, GA 31527 or call 912-635-2600.

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