



## Sample Press Release



**FOR IMMEDIATE RELEASE**

**Your Town or Organization's Name Here** to hold Backyard Compost Bin & Kitchen Waste Pail Sale for Earth Day 2012

**Your Town's Name Here, ME:** Tired of seeing all of those kitchen leftovers from preparing meals and snacks get thrown out in the trash or eaten by critters in your makeshift composting bin in the backyard? Here's your chance to turn those scraps into a rich soil amendment.

As part of Earth Day 2012 celebrations, **Your Town or Organization's Name Here** is participating in a statewide backyard composting bin sale. Through April 28, 2012 a home compost bin and how-to guide with a combined retail value of \$100 can be purchased for only **\$45.00** (tax included). The bin is black, has a 10 year warranty, and is made of 100% recycled plastic. It's approximately 35" high and 33" wide, or large enough for a family of five. Kitchen Waste Pails, for all your kitchen food scraps, are also available for sale at **\$8.00** each.

We are also happy to offer the wingdigger compost turner for a discounted price of **\$17.00**.

No compost area is complete without the 55 gallon rain barrel that can be used to collect valuable rain water for watering the garden and keeping the compost in the Earth Machine moist. The System rain barrel is available at the reduced price of **\$58.50**.

New this year we are offering a 20 inch thermometer for your convenience in checking the inside temperature of your compost bin. It is also useful in checking temperature in an open pile of compost.

It's estimated that 25 percent of the average household's waste consists of yard trimmings and kitchen scraps which can be easily composted. **Your Town's Name Here** residents can save money for every ton of waste they compost because it is not shipped out of town for disposal.

Contact **Person's Name & Phone Number/Email Address Here** to learn more or obtain an order form. **Your Town Name Here** already recycles many of its disposables. Let's increase our recycling while helping our gardens grow!

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