



FOR IMMEDIATE RELEASE

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City Announces New Mascot for Solid Waste and Recycling

New Braunfels, TX – The City of New Braunfels Solid Waste and Recycling Division of Public Works has a new mascot to champion recycling and waste collection services in New Braunfels: “Scout, the Green Raccoon.”

“We are introducing ‘Scout’ as a family-friendly way to reach out to and educate the community,” said Mike Mundell, Solid Waste Manager. “The new mascot characterizes the City’s goal of environmental stewardship.”

“As the story goes, Scout - a curious New Braunfels native - had an adventure at the local landfill and decided to take action to reduce waste in the community,” said Catelyn Scholwinski, the City’s Recycling Coordinator. “In his determination to educate about reducing waste and encouraging recycling, Scout dons a superhero costume and shares with residents how their small actions of recycling add up to a big impact.”

To promote the City’s commitment to protect the environment and encourage recycling, Scout offers free recycling presentations to schools and learning centers, as well as civic, social, and business organizations. Look for Scout to make appearances throughout the month of April during Earth Day events and at Solid Waste and Recycling events throughout the year.

Local organizations can schedule a presentation by calling (830) 221-4040 or by sending an email to recycle@nbtexas.org. For more details on Scout’s story, visit www.nbtexas.org/scoutmascot.

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