



News Release



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WINNERS OF AT&T REAL YELLOW PAGES PHONE BOOK RECYCLING CHALLENGE ANNOUNCED

***Third grade students from first-place Waters Elementary School to use
collected books to build a castle during Walleye Weekend.***

Fond du Lac, WI, May 27, 2009 — Waters Elementary School won the AT&T Real Yellow Pages Phone Book Recycling Challenge by collecting 6,170 outdated phone books. Evans Elementary School placed second with 2,143 phone books, and third place went to Lakeshore Elementary School with 1,799 phone books collected.

First-place Waters Elementary School will receive \$500 and the school's third graders will take a field trip to Walleye Weekend, a free family festival, on Friday, June 12 to build a castle made from recycled AT&T Real Yellow Pages phone books in the Family Land area of the festival. The Waters Elementary School third graders will also receive free Project ReDirectory T-shirts. Johnson Bus will provide the transportation for the third graders' field trip. Waste Management is donating the recycling containers, hauling and recycling services. The City of Fond du Lac is also assisting in the project by providing a place to store all of the AT&T Real Yellow Pages phone books that were collected to build the castle. The festival takes place this year on June 12, 13 and 14 at Lakeside Park.

Second-place Evans Elementary School will receive \$350 and third-place Lakeshore Elementary School will receive \$150.

“The AT&T Real Yellow Pages Phone Book Recycling Challenge has been a lot of fun for everyone involved and we are extremely pleased with how many phone books our students collected,” said Cathy Daniels, Waters Elementary School principal. “In the process, our students have gained a much deeper appreciation of their role in protecting the environment.”

“The students have done a phenomenal job of collecting phone books for recycling during this competition, and as an alumnus of Waters Elementary I am very proud they won first-place,” said Tony Barthuly, co-chair of Walleye Weekend 2009. “We’re looking forward to the students and their phone book castle being part of the festivities during Walleye Weekend.”

“I am thrilled at how the students and community of Fond du Lac have responded to this phone book recycling initiative,” said Senator Randy Hopper (R-Fond du Lac). “They should be proud of what they’ve accomplished for their schools and for the environment.”

Six weeks ago Fond du Lac public elementary school students took on the challenge of collecting as many outdated phone directories for recycling as possible. At the end of the challenge, 3,677 Fond du Lac elementary school students gathered a total of 16,301 outdated phone directories. The directories weigh an estimated 10 tons, and would stretch 2.7 miles if lined up end to end.

“We knew when we launched the AT&T Real Yellow Pages Phone Book Recycling Challenge several weeks ago with State Sen. Randy Hopper and the Fond du Lac School District that area students would give this contest their all,” said Stephanie Byrnes, area marketing manager, AT&T Advertising Solutions. “They have succeeded beyond our wildest expectations.”

AT&T Real Yellow Pages directories are recyclable, and the paper used to print the directories contains recycled materials. The remaining paper fiber comes from sawdust and wood chips left over from lumber processing operations. Phone books are recycled into useful products such as home insulation, drywall, cereal boxes, animal bedding, new phone books and more.

Walleye Weekend, June 12, 13 and 14 in Lakeside Park, is brought to you by Mercury Marine, Yar-Craft Boats, Michels Corporation, Fox Valley Savings Bank, Miller Lite, Pepsi Americas and Charter Communications.

Printed on Recycled Paper

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote and support festivals and special events that showcase the Fond du lac area community. The organization, with a great deal of help and support from the community, is responsible for Walleye Weekend, Light Up the City and Horicon Bank's Taste of Fond du Lac. These events benefit more than 100 local non-profit organizations.

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