

FOR IMMEDIATE RELEASE

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# King Township launches new recycling app

King Township has partnered with Recycle Coach to launch a mobile app to help residents become expert recyclers and reduce the amount of waste going to landfills.

By using the Recycle Coach app, residents will have instant access to their area's collection schedule, personalized reminders, key event dates (such as bulky item pickup) as well as a powerful search engine that provides information on the proper sorting of waste and recycling.

The app will also allow King Township to communicate directly with the community about waste management program or scheduling changes.

With Recycle Coach, residents can:

- Receive instant answers to recycling questions.
- Become recycling experts with a comprehensive "What Goes Where?" search tool, including local disposal information, disposal costs and recycling event dates.
- Help reduce the amount of waste in local landfills by learning how to make mindful and informed recycling decisions.

"Recycle Coach empowers residents to make smarter disposal decisions and take an active approach to reducing household waste," said King Township Public Works Director Samantha Fraser. "It provides simple and accurate information for anyone interested in becoming a better recycler."

Citizens are encouraged to visit [www.king.ca/waste](http://www.king.ca/waste) to learn more. Recycle Coach is available on desktop and mobile. The free app is available for download on iOS and Android devices.

Find more information on King Township's online services at [www.king.ca](http://www.king.ca).

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### Media contact

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*Lying in the heart of the Greater Toronto Area, King Township is located within York Region, one of the fastest growing and diverse economies in Canada. More than 60 per cent of the Holland Marsh, also known as Ontario's salad bowl, lies within King Township. Though predominantly rural, most of King Township's 27,000 residents live in the communities of King City, Nobleton and Schomberg. Residents and visitors are drawn to King because of its rural lifestyle, village atmosphere and quality of life.*

For more information visit us at [www.king.ca](http://www.king.ca)