



## NEWS RELEASE

For more information contact  
Amanda Nobles, KEDC Exec. Director  
[anobles@kilgore-edc.com](mailto:anobles@kilgore-edc.com)  
(903) 983-3522

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A public/private partnership in Kilgore kicked off "Celebrate What's Right" Friday at Kilgore Intermediate School with a presentation promoting the benefits of plastic recycling to fourth and fifth grade students.

Kilgore Economic Development Corp. and the Kilgore Chamber of Commerce have joined forces with PAK-SHER, Kilgore ISD's Intermediate School and Cypress Interactive to involve the students in a coop recycling program utilizing new equipment at PAK-SHER, a Kilgore company that has been an innovator in the design and manufacture of carryout and kitchen prep packaging since the early 1970's.

"This project is a multi-generational, hands-on learning experience melding economic, social and ecological behaviors," said KEDC Executive Director Amanda Nobles. "It benefits PAK-SHER and their green marketing efforts, and teaches students that green is not only what's right but also what's profitable."

To participate, students will collect clean, empty plastic bags in classroom receptacles in exchange for tickets that will be drawn bi-weekly for \$10 movie cards to 4 Star Cinema in Kilgore. Additional prizes will be awarded to top collecting students, classes and teachers. And to "Keep it in Kilgore" the recycled product will be offered to area retailers. Students who then return the recycled product back to the class will receive an additional ticket.

A receptacle also will be located at the Kilgore Chamber of Commerce for public participation. PAK-SHER's goal is to collect a minimum of 1,600 lbs. of clean, empty plastic bags to produce 100,000 bags.

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