



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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Smiths Falls marks Earth Day by launching tool to increase recycling education

Smiths Falls – To celebrate Earth Day, the Town of Smiths Falls launched Recycle Coach, a desktop and mobile app that makes it easier for residents to track garbage and recycling pick-up dates, and to help with sorting.

“We are excited to launch our Recycle Coach app to help make it easier for residents to learn about our residential garbage and recycling services,” said W. Troy Dunlop, C.E.T., Director of Public Works and Utilities. “This tool aims to increase the community’s recycling knowledge and to make it easier for everyone to do their part to help the environment.”

Recycle Coach delivers interactive lessons on recycling best practices and common threats to the recycling process. Reminders and helpful tips also accompany recycling collection schedules tailored to neighborhoods.

The app also includes the “Ask Milo What Goes Where” [search engine on the Town’s website](#) to help residents search how to correctly sort and dispose of more than 12,000 items. The search engine is also available in the Recycle Coach app.

The Recycle Coach™ app is free to download and is available from the [iTunes Store](#) and [Google Play Store](#).

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