



FOR IMMEDIATE RELEASE

## **STUDENTS' GOOD WORKS REWARDED IN MAINE & NEW YORK AS MORE THAN 260 SCHOOLS JOIN "CLYNK FOR SCHOOLS RECYCLING CHALLENGE"**

**SOUTH PORTLAND, ME | JUNE 8, 2020** – With schools in Maine and New York closed due to the coronavirus crisis, extra-curricular activities for most schools are suspended, but this didn't stop the participants from a strong finish in the recycling challenge. It is with great pleasure that we can announce this year's "CLYNK for Schools Recycling Challenge" winners.

The 9<sup>th</sup> Annual Challenge, presented by CLYNK and sponsored by Hannaford Supermarkets, ran from January 21<sup>st</sup> to March 20<sup>th</sup> and allows schools in Maine and New York to raise much needed funds and recycling awareness. During the Challenge period schools not only earn the redemption value on containers they CLYNK, they also earn an added \$.50 from Hannaford for every \$1.00 they raise. Announcing this year's winners allows us to provide a little good news to our participating schools at a time when they could use it.

This year's Challenge was the largest yet! We saw 262 schools from all over Maine and New York raise funds for their schools and help the environment by recycling tens of thousands of glass, plastic, and aluminum bottles and cans.

"We're so impressed with how inventive and imaginative the students are about spreading the word and getting the whole community behind their efforts in the CLYNK for Schools Recycling Challenge," said Alison Vanderhoof, CEO of CLYNK. "In fact, the students were on track to raise the most money in the history of the competition. Unfortunately, due to COVID-19, all in-person collection shut down with a week left in the Challenge. Still, whether through fun social media campaigns, strong partnerships with local PTAs, or church groups, the students generated a lot of excitement and community spirit for their schools—not to mention some extra funds to benefit school projects."

Hannaford has a long history of supporting students and schools, including its Hannaford Helps Schools program which started more than 20 years ago and has raised over \$12 million. Further, they have generously contributed a \$0.50 match for every dollar raised as part of the CLYNK for Schools Recycling Challenge, and this year contributed \$20,952.70 in matching funds. Altogether with redemption funds the grand total raised among all schools taking part in the Challenge is \$62,858.10.

This year's CLYNK for Schools Recycling Challenge winners are:

#### **Maine**

- **1<sup>st</sup> Prize:** \$1,500 prize to **Brunswick High School**, which raised \$4,147.20 with match
- **2<sup>nd</sup> Prize:** \$1,000 prize to **Poland Regional High School**, which raised \$3,355.20 with match
- **Champions of Change Award:** \$500 prize to **Sebago Elementary School**, which raised \$2,543.25 with match

#### **New York**

- **1<sup>st</sup> Prize:** \$1,500 prize to **Shenendehowa High School** (Clifton Park), which raised \$5,549.17 with match
- **2<sup>nd</sup> Prize:** \$1,000 prize to **Highland Elementary School**, which raised \$3,517.43 with match
- **Champions of Change Award:** \$500 prize to Delaware Community School (Albany), which raised \$1,164.45 with match

Each school keeps the money they raised plus the Hannaford matching funds, and prize-winning schools receive the bonus prize money as well.

In the past, funds raised through the CLYNK for Schools Recycling Challenge have been used for a range of projects including freshening up the school mascot, upgrading the sign in front of the school, providing students with bike helmets and even funding a new basketball court.

"The Challenge does two things: it raises awareness about recycling and taking waste out of landfills and it provides a little extra money for those projects that often can't find a place in school budgets that are increasingly stretched," said Vanderhoof, CLYNK CEO. "This year, especially, we're pleased to be able to do something for the students, teachers, and parents who take such pride in their local schools and environment."

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