



## **MIDDLESEX COUNTY IMPROVEMENT AUTHORITY**

101 INTERCHANGE PLAZA • CRANBURY, NEW JERSEY 08512

Telephone: (609) 655-5141 • Fax: (609) 655-4748

Website: [www.mciauth.com](http://www.mciauth.com) • E-mail: [mciaadmin@mciauth.com](mailto:mciaadmin@mciauth.com)

### **MCIA's Newest Persona Engages Energy Conservation Discussion**

#### **FOR IMMEDIATE RELEASE**

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**MIDDLESEX COUNTY** – The Middlesex County Improvement Authority's Recycling Education Program recently found its newest mascot, as well as a new cause to champion.

While the MCIA's long-standing education robot, M.C. Blue, has adequately covered reducing, reusing and recycling during public presentations for more than a decade now; his preppy, green-haired alternative persona, M.C. Green, has recently begun tackling the subject of energy conservation.

Targeting school-aged children, M.C. Green's programming uses songs, discussion, fun facts and jaunts through history to highlight the pitfalls of wasting energy resources.

Through an interactive presentation, the typically younger audience members are able to understand how burning fossils fuels can bring about serious consequences like the greenhouse effect and climate change.

By the program's end, these children have been armed with an assortment of prevention guidelines, to include tips on recycling, turning off the lights, unplugging electronic equipment, bringing their lunch to school and more.

"By making a few minor changes in our lifestyle we can dramatically reduce our carbon footprint," said Middlesex County Improvement Authority's Recycling Division Manager Ed Windas. "The best and most effective way to engage the public is to spread that message through our children."

M.C. Green -- technically, M.C. Blue clad with a different hair color and possibly a necktie or vest -- employs all the same equipment customary to a recycling presentation, to include a 22-inch imbedded screen, a siren and an MP3 player.

Much like his recycling counterpart, M.C. Green also provides free half hour presentations. These shows are best suited for students between the third-and-sixth grades and are available by appointment.

"The Recycling Education Program we already have in place has made some exceptional strides over the years," said Jennifer Apostol, a MCIA Project Manager who oversees the County's Recycling Education Program. "But with addition of M.C. Green's programming, we're able to put into perspective why recycling and other green living initiatives are so important."

For more information on the M.C. Green Program, Apostol can be reached at 609-409-5033 or through e-mail at [ja@mciauth.com](mailto:ja@mciauth.com).

**MEDIA CONTACT: Jane Leal, 609-655-5141, [jl@mciauth.com](mailto:jl@mciauth.com)**