



FOR IMMEDIATE RELEASE

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A Recycling Robot Reboot in Middlesex County

MIDDLESEX COUNTY – M.C. Blue has rolled back into town a brand new robot – or at least a rehabbed one.

After spending summer break in Sacramento for repairs, Middlesex County’s legendary recycling robot has resurfaced, again spreading the word to local residents about the benefits of green living.

“M.C. Blue is an integral part of our recycling education program,” said Middlesex County Improvement Authority Recycling Manager Ed Windas. “Due to general wear-and-tear over time and the public’s one-on-one interaction with our pseudo recycling celebrity, M.C. Blue required a few fixes.”

With respect to his public appearances, more than 100,000 Middlesex County residents and visitors have counted themselves among M.C. Blue’s audience-goers since he first debuted in 1995.

Always accompanied by a chauffeur, this mobile, remote-controlled and interactive robot has dominated the center stage at scores of club meetings, local fairs and in a countless number of classrooms.

M.C. Blue’s programs, which overview everything from the nuts and bolts of recycling to energy conservation and the lifespan of a landfill, targets the full spectrum of age groups, from preschoolers to seniors.

“What many people are surprised to learn is that this is a free-of-charge program offered by the MCIA,” said MCIA Liaison and Middlesex County Deputy Director Freeholder Carol Bellante. “The robot’s primary spectators are children, and it’s been our experience that kids are a great asset in passing along information they’ve learned to their parents. So we’re literally educating from the bottom up.”

M.C. Blue is the third generation of MCIA-operated recycling robots to entertain area crowds, with his previous two predecessors having retired and returned to Probotics for reuse.

Purchased in 2011 from the then Texas-based robotics company, the most recent M.C. Blue is comprised of recycled aluminum and plastics. His motor too is a repurposed component, once used to and originally designed for the transport of warehouse carts.

For more information on the MCIA’s recycling education program, interested parties can contact a scheduler at 609-655-5141 or by emailing ja@mciauth.com.

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