



MIDDLESEX COUNTY IMPROVEMENT AUTHORITY

101 INTERCHANGE PLAZA • CRANBURY, NEW JERSEY 08512

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

Website: www.mciauth.com • E-mail: mciaadmin@mciauth.com

FOR IMMEDIATE RELEASE

April 25, 2014

Eco-Entertainer Impresses at Environmental Fair

NEW BRUNSWICK – Embedded among tables promoting everything from environmental sustainability to water conservation to carpooling, the Bristol-Meyers Squibb visitor was certainly in his element – all 122.8 volts of him.

M.C. Blue, the Middlesex County Improvement Authority's recycling robot, greeted a swarm of employees and their families at the biopharmaceutical company's New Brunswick campus Thursday during an environmental fair, an event that overlapped Take-Your-Child-To-Work Day.

Pre-programmed with witty quips and outfitted with his signature LCD screen, the robot, an interactive 5-foot, 120-pound assemblage of recycled plastics and aluminum, was escorted by his usual operator, Alison McGreevey.

McGreevey's knowledge on all things recycling continues to impress an ever-growing number of M.C. Blue fans.

"You wouldn't believe how many people don't know about the triangle on their plastics," she said to a small group of bewildered looking faces.

Tapping into their noticeable curiosity, she explained: every plastic product is embossed with a triangular recycling symbol, which borders a number used to identify an object's molecular make up, thereby expediting the recycling process for sorters down the line. In 2013, McGreevey's spectators totaled 10,335, a drop in the figurative bucket when compared to the more than 230,000 who've crossed paths with the MCIA's recycling spokesman since he first debuted in 1995.

"If we can teach people a thing or two about recycling that they didn't know before, well that makes it all worth while," she said.

Within moments that opportunity again presented itself when a young girl, milling around the indoor fair's sunlit hallway, stopped dead in her tracks for a closer inspection of McGreevey's scrappy sidekick.

"When you recycle stuff like this, you can make stuff like this," McGreevey interrupted, pivoting the youthful onlooker's attention first to a 1-liter soda bottle and then to an ordinary looking rug sample.

Before her departure, the child snatched up a few knickknacks and freebies from the MCIA table, namely dandelion seeds, pencils made of recycled money and a ruler.

"We hope more people catch on to our recycling robot, a free resource that's provided to groups all around the County," said Middlesex County Freeholder and MCIA liaison Carol Barrett Bellante. "We couldn't be more pleased with the lessons he's imparting on our youth. They, in turn, pass that knowledge along to their parents and with that; we all come one step closer to living in an eco-friendly society."

M.C. Blue is currently offering several programs, including Planet Beauty, Recycle It-or-Not, Recycling Trivia Challenge, Recycling Show and Tell, Energy: Less is More and Recycling and the Landfill.

To learn more about booking an M.C. Blue show, interested parties can log onto www.mciauth.com or call 609-655-5141.

MEDIA CONTACT: Jane Leal, 609-655-5141, jl@mciauth.com