

**For Immediate Release**  
**September 24, 2009**

## AT&T Pioneers Help Dallas Convert Residents to Recyclers at State Fair

Nearly 150 AT&T Pioneers have partnered with the City of Dallas Sanitation Services Recycling Team to increase the number of Dallas residents who recycle by signing them up for recycling roll carts and sharing recycling information during the State Fair of Texas. The City's recycling booth will be at the Texas Discovery Gardens and is open for the duration of the Fair from 10 a.m.—5 p.m. each day.

City Sanitation Services director Mary Nix says the AT&T Pioneers couldn't be volunteering at a better time because of the recent Dallas City Council approval to switch 180,000 Dallas households to OneDAY Dallas in March 2010. OneDAY is the city's new once-weekly garbage and recycling collection service. "The State Fair draws a large number of Dallas residents and the AT&T Pioneers will help us share the recycling message with more people than our own small, hard-working staff could reach alone. Plus, when you're trying to change behavior, people tend to listen more to their neighbors than to us bureaucrats," Nix said.

AT&T Pioneers president Shirlene Wilkerson agrees. "Our members live in the community and care about the environment; so for us to help the City share information about recycling—and to encourage people to commit by getting a recycling roll cart from the City of Dallas—is a natural fit," she said. "We are energized about the city's OneDAY program, but more so, we know that unless someone explains how easy recycling is, many residents won't even try it. We're here to help them try it, because once they do, we know they'll like it and continue."

With more than 325,000 employed and retired members, AT&T Pioneers is one of the largest industry-sponsored volunteer organizations in the nation. AT&T Pioneers is part of the national Pioneers organization, a 501(c)(3) charitable organization. In 2008, the AT&T Pioneers donated more than 10.3 million hours of personal time to community outreach activities — worth more than \$202.8 million.

For more information about the city's planned switch to OneDAY in March 2010, visit [www.OneDAYDallas.com](http://www.OneDAYDallas.com). To order a recycling roll cart, call 3-1-1 from any phone in the City of Dallas.

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