ALAMO COLLEGES DISTRICT
Palo Alto College

NEWS RELEASE

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Note: *This news release was originally written by Thalia Guzman, a Palo Alto College student enrolled in COMM 2330: Intro to Public Relations. Students in the class are assigned to develop a press release for America Recycles Day as a class project; the class votes on the release that best follows principles of public relations writing. Some edits have been made for formatting purposes.*

Nov. 1, 2018

Palo Alto College celebrates America Recycles Day

Alamo Colleges District–Palo Alto College will celebrate its eighth annual America Recycles Day on Thursday, Nov. 15, 2018. The national event teaches individuals how to create a more sustainable environment.

Since January 2009, Palo Alto College has rescued over 500,000 pounds of plastic, glass, metal, paper and cardboard. Palo Alto College hopes to continue to spread the word about the importance of recycling. Fun activities will consist of a recycle photo booth, a prayer for the planet, and recycle games. The free celebration will take place at the Student Center Annex from 11 a.m. until 2 p.m.

Students in Dr. Denise Barkis Richter's Intro to Public Relations class will host its annual Recycled Fashion Show at 12:30 p.m., along with a surprise Lucha Libre match.

"As an agency committed to sustainability, Goodwill San Antonio is proud to partner with Palo Alto College to drive campus and community awareness around the many benefits of recycling," said Penny Benavidez, director of public relations for Goodwill Industries of San Antonio. "The annual Recycled Fashion Show event presents a creative forum to educate students that recycling is not limited to simply paper and plastics. Gently-used clothing can be repurposed, and, more importantly, used to transform the lives of others within our community."

Palo Alto College hopes to create a fun and educational experience for all students, faculty, staff, and community. For more information, contact Dr. Denise Barkis Richter, at 210-486-3237.

Palo Alto College, part of the Alamo Colleges District, is accredited by the Southern Association of Colleges and Schools Commission on Colleges and a recipient of the 2015 Texas Award for Performance Excellence, a finalist for the 2016 Malcolm Baldrige National Quality Award, and a top 10 finalist for the 2019 Aspen Prize for Community College Excellence. With over 10,000 students, Palo Alto College is accredited to offer associate degrees and short-term certificates. The College is located on the south side of San Antonio at 1400 W. Villaret Blvd. at I-410 and Texas Hwy 16 and online at alamo.edu/pac.

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