

FOR IMMEDIATE RELEASE
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Earth Day worksite to recycle, reuse household items

Greenovate to host 'Clean Out Your Basement' on April 17 in Short North Arts District

Columbus, OH – On Saturday, April 17, Greenovate will host Clean Out Your Basement (COYB), one of more than 100 worksites created for *Earth Day '10: The Update*, an ambitious three-day environmental awareness and service effort organized by Green Columbus. *The Update* will mark the 40th anniversary of Earth Day.

From 10:00 AM to 4:00 PM, COYB will allow Central Ohio residents to drop off (at no cost) cell phones, ink cartridges, tools, books, office supplies, fabric, and other items to be reused, recycled, or disposed of safely. COYB will take place in the Fireproof Records parking lot at the corner of N. High St. and E. 2nd Ave.

Participating organizations include Habitat ReStore, Fireproof Records (mobile paper shredding), SmartRecycle, and the Waste Not Center. A list of all accepted items, which will continue to expand over the next week, is available at www.greenovate.com (click on "events").

"We're excited to contribute to this community-wide effort and to partner with Green Columbus, whose service and advocacy continue to generate positive impacts across Central Ohio," said Tyler Steele, LEED AP, Principal/Owner of Greenovate.

The Update is the fourth Earth Day celebration organized by Green Columbus. In 2007, over 1,300 people volunteered at 42 worksites and joined thousands of others to celebrate at a festival in Goodale Park. Since then, participation has grown remarkably, reaching almost 3,000 volunteers and 7,000 attendees in 2009. This year's celebration will take place on April 22 at Franklin Park.

To volunteer for COYB and other Earth Day worksites (April 17-18), interested parties are invited to register at www.update2010.org.

About Greenovate

Greenovate is Ohio's leading supplier of environmentally friendly and healthful building materials. With a diverse product collection – including a range of flooring, paint, countertops, and insulation – they serve residential and commercial customers throughout the state and neighboring region. Greenovate maintains a strong commitment to expanding the local economy through education, activism, and leadership.

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