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FOR IMMEDIATE RELEASE

New Tool from SOCRRA Answers “Can This Be Recycled?”

Royal Oak, MI – September 5, 2018 – SOCRRA has made it even easier for residents to inquire about recycling and waste disposal with the launch of a new tool called the Waste Wizard. This comprehensive search tool will assist residents of SOCRRA’s twelve member communities to determine which materials can be reused, recycled, composted, or disposed.

To use the new tool, residents type in the material they wish to learn more about, and information is instantly provided regarding proper handling. To make the Waste Wizard even more accessible, residents can download a free mobile app for both Apple and Android devices. The Waste Wizard is also available on the SOCRRA website (www.socrra.org), which was recently redesigned to be more user friendly and helpful for residents.

“Our residents are avid recyclers and want to ensure they are placing materials to the curb the right way,” said Jeff McKeen, General Manager of SOCRRA. “With the Waste Wizard tool, residents are no longer limited to our business hours, and can inquire 24 hours a day, 7 days a week and get the answers they are looking for easily and quickly.”

The new tool will provide SOCRRA with information about what materials are most often asked about, which will help target future education and outreach.

“SOCRRA is very excited to offer this enhanced level of customer service for our residents,” said McKeen.

For more information, visit www.socrra.org or the app store to download “SOCRRA Waste Wizard”.

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ABOUT SOCRRA

SOCRRA is a municipal corporation founded in the early '50s. SOCRRA consists of twelve member municipalities with a total population of approximately 283,000 and covers an area of 75 square miles. SOCRRA provides collection and processing of trash, recyclables, household hazardous waste, and yard waste. Member cities are Berkley, Beverly Hills, Birmingham, Clawson, Ferndale, Hazel Park, Huntington Woods, Lathrup Village, Oak Park, Pleasant Ridge, Royal Oak and Troy. For more information, please visit www.socrra.org.