



**FOR IMMEDIATE RELEASE**

**December 29, 2020**

## **FAYETTE COUNTY RECYCLERS INVITED TO ‘FEED THE SNORKS’**

**Uniontown, PA** – Fayette County residents might make some new friends while dropping off their recycling this holiday season.

Last week, a group of “Inksnorks” traveled all the way from Morgantown, W. Va., to join Fayette’s ever-expanding, state-of-the-art county recycling program. Affectionately known as “Snorks,” the colorful creatures are actually inkjet cartridge recycling stations.

Created by Michael and Joanna Fraley, founders of Fraley Publishing Co., Inc.; the former Auto Expo Magazine; and [www.theautoexpo.com](http://www.theautoexpo.com); the Snorks serve as mascots for the reuse and recycle program, and citizens are encouraged to “feed” them ink cartridges when dropping off other recyclables at one of the county’s new haul-all bins.

While some cartridges are able to be refilled and reused, others are sent back to their original manufacturers for proper recycling, effectively keeping all inkjet cartridges out of area landfills.

“Inkjet cartridges represent a true environmental challenge, as they contain not just plastics and heavy metals in the electronics, but additionally, the residual ink within the cartridge contains a host of various chemicals,” Michael Fraley said. “It’s estimated a million cartridges per day are thrown away, making their way, inevitably, to the landfill. By moving reusable cartridges to companies that specialize in refilling them, we gain multiple uses from what was originally a single-use product.”

Fraley, who self-identifies as the program’s “Head Inksnork Wrangler,” said his Snorks are “valuable team members” that collect inkjet cartridges of all types, including those which can only be recycled. By placing them alongside traditional recycling bins and in other public spaces, they serve as a convenient way for the public to help protect the environment, he added.

Inksnorks are currently placed alongside recycling bins at Uniontown Area High School, Menallen Elementary School and Penn State Fayette: The Eberly Campus; and in front of the Fayette County Courthouse in Uniontown.

Fayette County Recycling Coordinator and Stormwater Manager Sheila Shea said the Inksnork program, which is free to the county, is the perfect addition to our completely revamped recycling program.

“It’s yet another exciting new avenue we can offer our citizens for recycling,” Shea said. “It’s a fun, outside-the-box concept, and I was thrilled when Mike reached out to partner with us.”

Shea said that, while laser-jet printer supplies are typically recycled regularly due to their popular commercial use, inkjet cartridges are “unusual” for most recycling programs.

“Almost all home printers use inkjet cartridges, so we thought this would be very convenient for our residents,” Shea said. “With more people working from home now than ever, there’s undoubtedly a fair amount of these cartridges lying around, so it’s the perfect time to introduce the Snorks to our program.”

The Snorks’ arrival marks the latest expansion of the county’s recycling program, which recently received a \$350,000 state grant for enhancements to drop-off recycling, education and recycling processing. The grant will be used to purchase the former Goodwill Recycling Center, additional haul-all recycling drop-off bins and new collection equipment.

“Our goal is to offer a self-serve, drive-through recycling center for our residents, not only for traditional recyclable materials, but for hard-to-recycle appliances, electronics and tires, as well,” Shea said.

Goodwill of Southwestern Pennsylvania opted to leave the industry and close its long-standing recycling center in May. Fayette County has since entered into an agreement with Carry All Products Inc. of Connellsville for hauling services; and Superior Fine Grind LLC of South Connellsville for processing services.

Fayette County previously received a DEP grant to implement the first phase of the new recycling program’s expansion, which included purchasing more than 20 new, haul-all recycling drop-off bins, which have been placed throughout the county. In the last few months, the bins have significantly increased citizens’ abilities to participate, especially in municipalities where regular recycling initiatives are not in place.

While the first Snorks will be awaiting “ink snacks” at high-traffic locations, Shea said there are plans to expand their use in 2021.

“We also know a lot of teachers use smaller, classroom printers, so putting the Snorks at some of our schools is just another way to help our educators introduce recycling to their classrooms,” Shea said. “Mike decorates the Snorks for different holidays and special occasions, so it will be fun to see students getting excited about recycling through these characters.”

For more information on how you can help Fayette County “Feed the Snorks,” contact Fraley at [mikefraley@atlanticbb.net](mailto:mikefraley@atlanticbb.net) or 304-216-8867.

For more information on the new Fayette County Recycling Program, call the Recycling Hotline at 724-430-4884 or visit [www.FayetteCountyPA.org](http://www.FayetteCountyPA.org). To learn more about Fayette County, visit [www.FayetteCountyPA.org](http://www.FayetteCountyPA.org).

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*This communication is part of the Fayette County PR Initiative, which is funded through the Fayette County Local Share Account (LSA) and Hotel Tax Grants in cooperation with the Fayette County Board of Commissioners, Fayette Chamber of Commerce, The Redevelopment Authority of the County of Fayette, The Redstone Foundation and other partners. This funding has been designated for the continued promotion and marketing of Fayette County, PA.*

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