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FOR IMMEDIATE RELEASE

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Peña's Disposal Service Unveils the Zero Hero

CUTLER – Peña's Disposal Service will celebrate Earth Day in a big way in 2011 – a super hero way.

Peña's Disposal is sponsoring Earth Day activities at the Visalia Rawhide game on Friday, April 22, and will unveil its new mascot: the Peña's Disposal Zero Hero.

"Peña's created the Zero Hero super hero mascot as a way to get children excited and engaged in learning about recycling," explained Art Peña, vice president of Peña's Disposal. "We want everyone to strive to be a Zero Hero as we reduce, reuse and recycle."

At the Rawhide game, beginning at 7 p.m., children will be able to engage in activities to learn about recycling and win prizes, including a Zero Hero T-shirt to the first 100 kids to visit the Peña's Disposal display. Other activities will be offered by Wood Industries and Tulare County Household Hazardous Waste, all in recognition of Earth Day.

Visalia Rawhide will conclude the evening's game against the San Jose Giants with fireworks.

Being a "zero hero" is the goal for children and adults, Peña noted.

"We will incorporate the Zero Hero into everything we do as part of our education and outreach," Peña said. "Businesses will be encouraged to be a Zero Hero, too, as they work to comply with new state regulations under AB32. By changing the way we think about waste, we can work toward zero waste."

AB32 requires that a business recycle if it generates more than four cubic yards of waste per week.

Peña's Disposal is a family-owned business founded in 1949 in Cutler. Today, the firm employs 78 people; provides waste collection and recycling in Tulare and Fresno counties; and focuses on recycling education to reduce waste. For information, contact Peña's Disposal Service at 528-3909 or visit penasdisposal.com.