



Contact: Susan J. Kern –fundraising committee member
610-439-0813 or 484-695-0445
susansjk@aol.com

Souderton Community Pool Organizes Trash to Cash Program To Continue Raising Pool Funds

Souderton, PA April 29, 2011

Souderton plans to kick-off the 2011 swimming season with a big splash and a grand re-opening of its newly updated, safer and larger Souderton Community Pool this Memorial Day... thanks to hundreds of committed donors and an industrious plan that began five years ago Souderton officials expect approximately 600 local families or more to take advantage of this exciting new community pool in a few short weeks.

One of the many reasons the pool will open its doors to swimmers on Memorial Day is the Trash to Cash Program led by fundraising committee member, Priscilla Newman. TerraCycle, a waste collection company out of Trenton, NJ, was started by a 28- year old Princeton dropout named Tom Szagy, and he drew his inspiration from some Canadian friends making fertilizer from worm excrement and a \$20,000 investment in 2001.

TerraCycle, Inc. began with worms! Now they are recycling materials into green retail products. Recycled products made range from back- packs, coasters, to plastic green lumber. Some of the major corporations that have a major interest in TerraCycle's recycling program are Mars, Capri Sun, Nabisco, Frito Lay and 3M. TerraCycle has given \$1.3 million dollars to charity through this creative recycling program.

The selected bags and containers you can collect to help earn funds for the Souderton Community Pool consist of drink pouches, Stonyfield yogurt containers, candy wrappers, cookie wrappers, chip bags, Elmer's glue, Colgate oral care products, Starbucks coffee, gum packages, lunch kits, Huggies outside wrappers, Scott products, spreads, and writing instruments. Chair, Priscilla Newman commented that two

large collection containers are placed at the Indian Valley YM/WCA and at the Souderton Borough lobby. If you have questions or need more information on this recycling project and/or how to prepare your items, Email Priscilla at pnewman1953@yahoo.com.

Because of two very cold months and excessive rains experienced by contractors, plans slowed their scheduled progress, Mike Coll, Souderton Borough Manager, explained. However, the main pool itself will be ready for opening on Memorial Day weekend while inside construction continues until kids finish school at the end of June.

He said that contractors made up the considerable time in onward months and were extremely cooperative and aggressive to finish the pool-part on time. Vincent Pools Inc. of Plumsteadville in Bucks County received the main pool contract.

The fundraising process continues with a goal to raise a million dollars.

With the inclusion of in-kind gifts from Souderton, Telford and Franconia businesses, a total of \$500,000 has been raised. The second bulk mailing for the pool arrived in more than 8000 residences and businesses two weeks ago asking for help to raise these additional funds.

Souderton Councilor and fundraising chair, Jeff Gross comments, "We started our second fundraising year in 2011 and hope to continue to increase our donation thermometer in this important community campaign and to search for more major donors that agree to contribute \$5000 or more.

Swimming is a healthy activity for all ages that we need to offer in the town of Souderton."

Donors will be recognized on an artistically designed mural sometime next summer accompanied by a special recognition ceremony. Contact D. Jeffrey Gross, chair and Borough Councilor at 215-450-0950 for additional information on the giving opportunities or information listed on the pool website, www.soudertonpool.com.

###