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National Challenge Inspires U.S. Cities to Recycle Over 125 Million Aluminum Cans

"Cans for Cash" Winners Announced at U.S. Conference of Mayors Winter Meeting

WASHINGTON, Jan. 22 /PRNewswire/ -- The U.S. Conference of Mayors, Novelis Inc. and Keep America Beautiful, Inc. (KAB) announced the winners in the sixth annual *Cans for Cash: City Recycling Challenge* at the U.S. Conference of Mayors 78th Winter Meeting in Washington, D.C. The "Challenge" pits cities of comparable sizes in a competition of creativity and execution, offering monetary awards to the cities that conduct the most innovative campaigns and collect the most aluminum cans. During October 2009, more than 40 cities collected over 125 million used beverage cans.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070809/NOVELISLOGO>)

"The United States Conference of Mayors applauds all the participants of the 2009 Cans For Cash City Recycling Program," said Tom Cochran, CEO and Executive Director of The United States Conference of Mayors. "These cities had an opportunity to bring the benefits of recycling to the forefront of their communities, demonstrating that recycling does begin with 'I Can'. Congratulations to the winning cities. Their commitment to environmental stewardship is unmatched. Once again, they are leading the way towards a greener and more sustainable tomorrow."

"Novelis is committed to increasing the recycling rate for used aluminum beverage containers in the U.S. from 54% today to 75% by 2015," said Jean-Marc Germain, President, Novelis North America. "Each year, Americans still discard over 50 billion aluminum cans which end up in landfills. Through campaigns such as this, awareness of the importance of recycling is increased and the message is spread that every can recovered is turned back into a new beverage can – saving energy, reducing greenhouse gas emissions, and decreasing the use of natural resources."

The 2009 campaign categories were modified to improve opportunities for smaller-size cities and encourage more innovative campaigns to promote aluminum can recycling. The Most Cans Collected category was determined by the ratio of the city population to the total pounds of cans recycled.

The winners of the \$5,000 awards for the most aluminum cans recycled are:

- First Place: Milwaukee, WI - Mayor Tom Barrett
- Second Place: Mobile, AL - Mayor Sam Jones
- Third Place: Fontana, CA - Mayor Mark Nuami
- Fourth Place: Bowling Green, KY - Mayor Elaine Walker

To spur innovation and creativity in local initiatives, a \$5,000 prize rewarded originality in public education and awareness campaigns. Winners used the funds to further their recycling efforts. The top three cities recognized for the Most Innovative Ideas in 2009 are:

- First Place: Irvine, CA - Mayor Sukhee Kang
- Second Place: Canfield, OH - Mayor Bill Kay
- Third Place: Wellington, FL - Mayor Darell Bowen

Additionally, the Challenge rewarded creative partnerships between cities and local affiliates of Keep America Beautiful, a national nonprofit focused on litter prevention, waste reduction and beautification. The campaign awards the winning city \$5,000 and the local KAB affiliate \$2,500.

- First Place: Montgomery, AL - Mayor Todd Strange/Montgomery Clean City Commission
- Second Place: LaGrange, GA - Mayor Jeff Lukken/Keep Troup Beautiful
- Third Place: Angleton, TX - Mayor Patrick Henry/Keep Angleton Beautiful
- Fourth Place: Newport News, VA - Mayor Joe Frank/Newport News Public Works Recycling

"Keep America Beautiful encourages public/private partnerships that engage individuals in reducing waste and recycling," said Keep America Beautiful President & CEO Matthew McKenna. "We're proud that, through this partnership, our network of affiliates are helping communities save energy, reduce their carbon emissions, protect natural resources and raise awareness about the significant impacts of individual choices and actions."

In November 2009, Cincinnati was announced as the winner of The American Recycler Video Award, a fun, new component of the national challenge. The winning short, web-based film promoting aluminum can recycling will be featured in the upcoming 2010 Cans for Cash National Recycling Campaign.

For a complete list of cities that participated in the 2009 Cans for Cash program and to view the "Recycling Starts with I Can" video, please visit: www.cans4cash.com.

Most Collected Cans Data			
	Population Size	Pounds Collected	Pounds per Person
Milwaukee, WI	602,191	1,765,623	2.93
Mobile, AL	206,715	437,820	2.12
Fontana, CA	188,498	396,861	2.10

Bowling Green, KY	54,000	94,982	1.76	

About The U.S. Conference of Mayors

The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,139 such cities in the country today, each represented in the Conference by its chief elected official, the Mayor. For additional information, visit www.usmayors.org.

About Novelis Inc.

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 12,000 employees and reported revenue of \$10.2 billion in fiscal year 2009. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial, electronics and printing markets throughout North America, South America, Europe and Asia. Novelis is a subsidiary of Hindalco Industries Limited (BSE: HINDALCO), one of Asia's largest integrated producers of aluminum and a leading copper producer. Hindalco is a flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, please visit www.novelis.com.

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of over 1,200 affiliate and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit www.kab.org.

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