

It's a Wrap! ATRS Debuts Clean, Green Machine at Rock 'n' Roll San Diego

All eyes were on this four-wheeled mini promoting the ROCK RUN RECYCLE Campaign through the streets of "America's Finest City"

San Diego, CA ([PRWEB](#)) June 07, 2016 -- As runners flocked to the streets of sunny San Diego last weekend to participate in the Rock 'n' Roll Marathon & 1/2, a newly-wrapped ATRS Prius made its colorful debut at the Start Line.

The Prius, designed by Houston artist [J. Michael Stovall](#), is wrapped in green bubbles and features the signature ATRS globe logo and orange donation bin. It is a recognized icon in Southern California and throughout the company's 11 other markets, as ATRS Community Recycling Advocates utilize these eye-catching vehicles on their daily commutes. This weekend marked their first appearance on a Rock 'n' Roll Marathon course.

The ATRS Green Team was also out in full force at the Start Line, promoting the fourth anniversary of the ROCK RUN RECYCLE Campaign in San Diego. Volunteers rocking bright green Clothing & Shoe Recycling tees followed behind the last corral to pick up all dropped warmup gear and running apparel. In total, nearly 800 pounds of usable clothing, shoes and other running gear were donated by participants on Race Day and at the Health & Fitness Expo.

Every donation on the Course and at the Expo helped raise funds for local nonprofit Giving Children Hope. This Orange County-based charity uses monthly funding from its ATRS Clothing & Shoe Donation partnership to feed over 1,300 families each week through the [We've Got Your Back Program](#). Since its inception in 2012, this rapidly growing partnership has resulted in donations totaling over \$275,000.

San Diego residents don't have to be competitive or even recreational runners to support [local charities](#) and do their part to help save the environment. Simply call the 24-Hr Hotline at 866-900-9308 to find the nearest year round ATRS Clothing & Shoe Donation Bin. Every pound of donated textiles is saved from local landfill by being reused, repurposed or recycled – nothing goes to waste. For more information, visit www.atrscorp.com.

About American Textile Recycling Service

American Textile Recycling Service (ATRS) is the nation's fastest growing textile recycler and an official recycling partner of Rock 'n' Roll Marathon. Its socially responsible business model provides free textile recycling solutions for the public, job stimulation worldwide and much-needed funding for worthy local charities. Easy, convenient ATRS Donation Bins are available throughout Southern California, Colorado, Texas, Florida, Michigan, Tennessee, Atlanta, Oklahoma, Arizona, Indiana. ATRS is committed to keeping textile waste from local landfills and promoting a greener tomorrow. For press inquiries contact [pr \(at\) atrsonline \(dot\) com](mailto:pr(at)atrsonline(dot)com).



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