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## EXPRESS RECYCLING TO SUPPORT VETERANS

### Rewards program launches on Veterans Day; helps education for disabled vets

Starting this week, the recyclables clanging around in the back seat of your car can send a veteran to school thanks to a new program at [Express Convenience Centers](#). The locally-based retailer is unveiling the new [Pepsico Dream Machines](#) at Express branded stores and participating franchisees throughout Northeast Wisconsin.

The new computerized kiosks are located outside the stores and are a hybrid rewards program. "it's sort of a rewards program with a social conscience," said Kelly Dewey-Chartré, Sales and Marketing Manager of Express Convenience Centers. "The Dream Machine allows you to recycle beverage containers, collect rewards points and help veterans."

The kiosks are supported by key Express partners: Pepsico, Waste Management and [Greenopolis](#), the provider of the recycling kiosks. Express is the only convenience store in Wisconsin hosting the Dream Machines and the first retailer to feature the program.

It only takes a few minutes to register at the kiosk. Consumers set up an account and scan a rewards card. Each time a consumer scans and deposits an aluminum or plastic beverage container, reward points are accumulated and can be used on discounts and coupons for entertainment, dining, travel, personal services from national retailers. Consumers log on to [www.greenopolis.com](http://www.greenopolis.com) to redeem points.

Express is already part of an Outagamie County pilot program which locates recycling bins at the gas pumps. The 10 Express locations throughout Outagamie County log about 1200 visitors every day and managers estimate almost every vehicle empties trash when they pump gas or enter the store. According to Chartré, the company estimates each store recycles about 600-800 pounds of trash annually.

The Dream Machine also allows consumers to help disabled veterans. Based on the pounds of recyclables that go through the kiosk, Pepsico will donate funds to the [Entrepreneurship Boot Camp for Veterans with Disabilities](#) <http://whitman.syr.edu/ebv/>. This program allows veterans to attend one of six major universities for training needed to start and run a small business.

"We all know recycling is the right thing to do," Chartré said. "Now those disposables can help retrain veterans and earn rewards points for consumers."

The Dream Machine kiosks debuted on the east and west coasts where they have popular with consumers. The kiosks are located at Express Convenience Centers in Green Bay, the Fox Cities and Oshkosh.

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**ABOUT EXPRESS**

Express Convenience Centers® is a division of U.S. Venture, Inc., and operates 16 corporately owned Express retail centers and six franchisees located throughout Wisconsin; most centrally in the Fox Valley, Oshkosh and Green Bay. The stores are a leader in guest-focused convenience shopping. Express, along with the other 8 divisions of U.S. Venture, Inc., is proud to be an active and caring member of our communities. For more information, please visit [www.expressconvenience.com](http://www.expressconvenience.com).

*MEDIA NOTES:*

*For interviews with Express representatives, please call Mary Schmidt 920-284-7165.*