



New York State Association for Reduction, Reuse and Recycling Inc.

Laurence Segal of Syracuse Receives State Recycling Leadership Award For His “Cans for Cancer” Program

COOPERSTOWN – Laurence Segal of Syracuse was recognized with the 2018 Recycling Leadership award, in the category of Private Citizen, by the New York State Association of Reduction, Reuse, and Recycling (NYSAR³). Since 2012, Segal has collected an estimated two million bottles and cans (averaging 1,000 every day), with all the money from the deposits donated to breast cancer research.



The professional recyclers’ association for New York State, NYSAR³ recognizes a few outstanding achievers each year for their dedication, innovation, and passion for recycling. The awards were presented during closing ceremonies at the annual New York State Recycling Conference in Cooperstown on Nov. 8.

“It is truly a passion project,” his application read. “Laurence inspires his community to care about every can and bottle.” Working an estimated 60 hours per week, Laurence personally inspects trash receptacles and pulls out recycling, using a fleet of pink recycling carts. He buys the plastic collection bags and uses his own car and gas money to move the recyclables.

Segal started collecting cans and bottles at Syracuse Chiefs NBT Bank Stadium, and then expanded efforts to the NY State Fair, Destiny USA Mall, and Lakeview Amphitheater among other sites. His aim for 2018 is to collect one million containers. His efforts are so inspiring he has attracted two assistants to help the program grow beyond what one person can achieve.

“Laurence’s pink Cans for Cancer carts have helped synergize two important causes – the environment and cancer research,” said Onondaga County Resource Recovery Agency employee Dale Cocca, who nominated Segal. “His non-stop efforts have only helped to elevate the status of recycling in the Syracuse area community”

“NYSAR³ is proud to recognize and honor the professionals and organizations who work every day to make a positive impact on our environment through sustainable materials management in New York,” said Kelli Timbrook, NYSAR³ president.

NYSAR³, the premiere recycling organization in New York State, provides members with expertise and education on waste reduction, reuse and recycling issues and practices to improve the environment. The group advocates for policies and programs that support environmental sustainability in the Empire State and provides access to a network of individuals and organizations that share ideas about starting and improving reduction, reuse, and recycling programs, as well as information on education and funding. More details are available on their website: www.NYSAR3.org.



Laurence Segal (left) is presented with the 2018 Recycling Leadership Private Citizen Award by OCRRA employee Dale Cocca who nominated Segal for the award.