



PRESS RELEASE

This Earth Day, California Launches ReciclaMasCA.com to Mobilize Latino Communities in Statewide Recycling and Climate Efforts

LOS ANGELES, CA — April 16 — In recognition of Earth Day and as California accelerates its efforts to reduce waste and combat climate change, CalRecycle has launched ReciclaMasCA.com, a new Spanish-language digital platform designed to empower Latino communities with the tools they need to recycle more, compost correctly, and take meaningful climate action at home.

With new state mandates now in effect, ReciclaMasCA.com delivers clear, culturally relevant guidance to help households navigate these changes and turn everyday habits into measurable environmental impact. The platform features easy-to-follow tips, informative blogs, and practical resources, making it easier for families to participate in California's sustainability goals.

“Latino communities represent one of the largest and most dynamic populations in California, and they are essential partners in California's environmental future,” said Raffa Chávez, Community Outreach, Engagement and Language Access Manager at CalRecycle.

“ReciclaMasCA.com was created to honor the resourcefulness and environmental stewardship that Latino families have always practiced and to provide the tools they need to turn those values into measurable impact for all of California.”

ReciclaMasCA.com highlights two high-impact actions residents can take today:

- Redeem beverage containers at recycling sites and get money back through the CRV program, including eligible bottles and cans.
- Put food scraps in the green bin, separating them from packaging to be turned into compost and clean energy.

Designed with everyday life in mind to meet people where they are, the platform highlights simple actions families can incorporate into their daily routines. It offers relatable, culturally relevant content, accessible language, and practical solutions tailored to real household routines, ensuring that sustainability is both achievable and inclusive.

“Small changes in our daily habits can lead to a big impact,” added Chávez. “ReciclaMasCA.com is a tool created to empower our communities and show that everyone can be part of the solution.”

To learn more and start taking action, visit: www.ReciclaMasCA.com.

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