

Leaf Burrito® BETAHood Rolls out in Charlotte's North End Smart District (NESD)

Brightwalk Selected for Innovative Waste-Reduction Program in Partnership with City of Charlotte and Leaf Burrito®



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Leaf Burrito →

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CHARLOTTE, N.C., Oct. 4, 2018 /PRNewswire/ -- Brightwalk, a neighborhood of 300 homes in Charlotte's North End Smart District, <http://northendsmartdistrict.com/>, is the recipient of a City of Charlotte Neighborhood Matching Grant for a Neighborhood Waste Reduction Program. The innovative program consists of several components including a composting program, a food waste challenge, community education programs and a Leaf Burrito® coined "BETAHood."

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Leaf Burrito

Created by 25-year Charlotte resident Marc Mataya, the patented Leaf Burrito® is a reusable yard debris bag developed to simplify the waste collection process and eliminate single-use plastic and paper bags. Winner of the 2017 Sustain Charlotte Award in the Waste Reduction category, the Leaf Burrito's new BETAhood initiative utilizes their patented mesh and zippered bags to prove a sustainable, reusable and esthetically favorable solution for yard waste in Brightwalk. Most people do not understand that contaminated plastic bags cannot be recycled. Leaf Burrito's premise is that if a single-use bag alternative can be utilized with little effort, it will yield a high adoption rate. This would prove a big win for the City of Charlotte's critical problem with plastic bags -- every plastic bag must be manually removed by City staff either at the homeowner's curb or at the composting lot.

Beginning in October, the Brightwalk BETAhood will distribute the Leaf Burrito® bags and educate residents. The success of the BETAhood neighborhood program will be measured by surveying participating residents as well as visual inspections on waste pick up days. The program directly aligns with the City of Charlotte's vision of becoming a global leader in environmental sustainability. Success of the Leaf Burrito® Brightwalk BETAhood program would have an environmental impact as well as result in a significant cost and time savings to the City and improve curb esthetics.

"Over the past two years, Leaf Burrito® has worked closely with the City of Charlotte Solid Waste department, who are now all trained for curbside servicing of the Leaf Burrito® throughout the City. As a Charlotte resident, my goal is to see my own town pioneer this simple, revolutionary and sustainable method to collect yard waste. The Leaf Burrito® BETAHood program allows the City of Charlotte to further tout a global model for sustainability," shared Marc Mataya, local entrepreneur and "RE-user."

About Leaf Burrito®

Leaf Burrito®, a reusable yard debris removal bag made of industrial-grade mesh and zippers. The goals of Leaf Burrito® are to create a sustainable product to make the arduous task of bagging leaves, weeds, grass clippings, hedge and garden clippings a simple and eco-friendly experience and to give back to communities by donating 5% of revenues to local Greenway expansion projects. For additional information visit <http://www.LeafBurrito.com>

Contact:

Lauri Eberhart, 202776@email4pr.com 704.400.9518

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