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Creative Recycling Solutions named NASCAR Green Partner

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Tampa-based Creative Recycling Systems has joined the NASCAR circuit to promote sustainable business practices.

Last week, CRS was named NASCAR's newest Green Partner as part of the NASCAR Green initiative, which aims to not only promote sustainability within auto racing, but also educate fans and corporate partners about going green.

CRS, which recycles electronic devices and harvests the precious metals from them, will help recycle electric car parts, and develop plans to retire and dispose of the association's electronic equipment.

Mike Lynch, managing director of green innovation for NASCAR, said CRS will also be able to use the popular sport as a platform to educate more than 60 million fans about the importance of what the company does.

"We're really looking forward to helping people understand how important electronic recycling is and that they are really great companies in the U.S., like CRS, who can do it," he said.

Brian Diesselhorst, vice president of marketing for CRS, said too many people throw away their old electronics, from computers to cellphones to televisions.

He said the company's partnership with NASCAR will help spread the word to people about what can be done to recycle them and keep them out of landfills.

"We're excited to be part of it, and I think NASCAR sees what we bring to the table," he said.

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