



# NORTHERN CALIFORNIA RECYCLING ASSOCIATION

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## PRESS RELEASE

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**CONTACT:** Freddy Coronado, NCRA President

**Northern California Recycling Association to host 30th Annual Recycling Update at San Francisco State University**



**San Francisco, CA – February 2026** – The Northern California Recycling Association (NCRA) is proud to host the **30th Annual Recycling Update (RU)**, the premier event for resource recovery professionals in Northern California. This year's milestone conference will take place on **Wednesday, March 25, 2026, at San Francisco State University's McKenna Theater, in San Francisco, CA**. In person registration includes catered lunch at the Cesar Chavez Student Center and entrance to the highly popular networking event, Green Drinks.

### About RU

Recycling Update is widely recognized as the leading one day Zero Waste conference in Northern California. Known for its fast-paced, speed-dating presentation format, featuring **20 speakers** from across California and the West Coast **each presenting for 10 minutes** on the latest innovations, programs, policies on more than just recycling; topics will cover **reuse, repair, composting, outreach, extended producer responsibility (EPR), and edible food recovery**.

Since 2023, over 500 register to attend RU each year, attendees include **municipal employees, refuse service providers, local and state policy makers, business leaders, university**

**professors and facility staff, students, plastic-free and anti-incineration advocates, consultants, among many other sustainability professionals.**

### **Event Details**

- **March 25, 2026**
- San Francisco State University - San Francisco, CA
- Presentations: 9:00 AM – 5:00 PM at McKenna Theatre
- Lunch at Cesar Chavez Student Center
- After-hours Green Drinks Reception at Seven Hills Conference Center

### **About San Francisco State**

San Francisco State University has a **long-standing tradition of student-led activism** and leadership in sustainability. From the historic **1968 student strike** that created the nation's first College of Ethnic Studies, to becoming the **first public university to divest from fossil fuels in 2013**, and most recently committing to **divest from arms dealers in 2025**, SF State continues to champion **racial and environmental justice**.

Most notably the campus is committed to **Zero Waste**, achieving **72% landfill diversion in 2023** through adoption of recycling and composting across the campus, **an edible food recovery program, student-led clothing swaps, and Sustainable Move Out programs**.

### **Registration**

Early Bird ends **Feb 20**: \$250 (in-person or virtual). Discounts for students, educators, and advocates start at \$125. Scholarships and volunteer opportunities available. Registration includes a 6 month **NCRA membership**. To register visit: <https://ncrarecycles.wildapricot.org/event-6443624>

### **Quote from NCRA Leadership**

*"For 30 years, Recycling Update has been the hub for innovation and collaboration in resource recovery in Northern California," said Freddy Coronado, NCRA President "This milestone event is more than just recycling, it's a celebration and sharing of proven and implemented Zero Waste solutions in California and beyond that have and continue to prevent landfilling, incineration, and the exploitation of Earth's natural resources."*

### **Program Highlights?**

RU delivers actionable insights and networking opportunities for advancing Zero Waste goals.

**To learn more and register, visit our [event website](#).**

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