

MEDIA RELEASE

Founder of Repair Café to Keynote ReuseConex *Sharing Insights from the International Self-Repair Movement*

Cincinnati, Ohio (April 30, 2018): Reuse International and Hamilton County Recycling and Solid Waste, co-hosts of ReuseConex, the fifth International Reuse Conference and Expo, are thrilled to announce that they have selected Martine Postma of Repair Café Foundation as keynote. The event, which takes place October 18-20, 2018 at the Holiday Inn Downtown Cincinnati, will also feature a host of expert reuse speakers, professional training opportunities, reuse-based exhibitors and tours of local reuse organizations.

Since 2007, Martine Postma has been striving for sustainability at a local level in many ways. Martine organized the very first "Repair Café" (a free meeting place where community members can come together to repair goods) in Amsterdam, on October 18, 2009. The success of this and future events prompted Martine to start the Repair Café Foundation. Since 2011, this non-profit organization has provided capacity-building support that helps communities throughout Europe, North America, and across the globe start Repair Cafés. According to Postma, "Repair Cafés change people's mindset, they show them that a sustainable society with less waste is within their reach. I'm very excited to share this with everyone at ReuseConex!" Martine will share insights from the international self-repair movement and will explain how Repair Cafés challenge designed obsolescence and empower people to extend the life of goods through do-it-yourself (DIY) repair.

Reuse International and Hamilton County Recycling and Solid Waste are joined by other key event partners including the Association of Ohio Recyclers, Cascade Alliance, City of Cincinnati Office of Environment and Sustainability, Montgomery County Environmental Services, Resource Recycling Magazine, ReUse Consulting, SCRAP USA, Stay Vocal and The Scrap Exchange.

Registration is now open for ReuseConex, which serves as a unique platform to share innovative reuse initiatives, transformative ideas, and replicable/scalable programs, research, and policy. Attendees include reuse center managers, solid waste planners, environmental educators, economic development leaders, environmental activists, eco-entrepreneurs, green builders, upcyclers, sustainability consultants, venture capitalists, as well as recycling coordinators for corporations, government agencies and universities, and concerned citizens.

An "early bird" discount registration rate is available now through May 31, 2018. Register for ReuseConex online at reuseconex.org. Follow the event on social media at [Twitter.com/ReuseConex](https://twitter.com/ReuseConex) and [Facebook.com/ReuseConex](https://facebook.com/ReuseConex). Use the tags #ReuseConex, #ReuseRocks, #ReuseRevolution

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About the Co-Hosts

Reuse International is a nonprofit organization dedicated to increasing awareness of reuse – a central tenet of sustainability – through educational events, training services and research projects. For more information, please visit them at reuseinternational.org.

Hamilton County Recycling and Solid Waste District works with residents, communities, businesses, and schools to reduce waste and increase recycling. Learn how to reduce your waste at home, work, school, and play, by visiting them at hamiltoncountyrecycles.org.

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