



Western New York Needs You! America Recycles 2010

New York Recycles 2010 is a campaign geared to increase the purchase of recycled content products and recycling throughout New York so that we conserve natural resources for future generations. It strives to make consumers aware of the importance of “buying recycled” and to emphasize the message that you are really not recycling unless you buy recycled products.

What do we want you to do? We ask teachers, PTA’s, Scouts or school environmental groups to help us promote recycling and the purchase of recycled-content products by coordinating a 15-minute recycling activity in as many classrooms as possible and (for elementary and middle schools) conducting an environmental project.

What is the activity? For high schools, a five-minute presentation followed by 10 minutes for students to fill out a pledge card. In addition to the above activity, elementary and middle schools should demonstrate existing environmental efforts and conduct a new program or event (such as: a waste audit, litter collection, cell phone/inkjet cartridge collection, clothing drive, etc.) Electronic versions of this information, pledge cards and a presentation you can use can be found on the Monroe County web site (www.monroecounty.gov) under *Environmental Services / Solid Waste / Recycling Programs*.

What’s in it for your school? Teachers and individual students are eligible to win prizes like gift cards, rain barrels, composters, canvas bags and more!

What’s in it for the students? They learn why it’s important to support recycling and buy recycled content products. **Their individual pledge cards are also eligible for prizes at local, regional and state levels.**

How does the process work?

1. Make the presentation to as many classrooms as you can.
2. Collect pledge cards for the whole school
3. **By November 23, submit cards and project details to:**
50 W. Main Street, Suite 7100
Rochester, NY 14614
Attn: Tina Stevens

Where can you get further information? www.monroecounty.gov

Who can I call if I have questions?

Tina Stevens, Monroe County DES, 585-753-7646

Western New York America Recycles Planning Committee