



Western New York Needs You! America Recycles 2011

New York Recycles 2011 is a campaign geared to increase the purchase of recycled content products and recycling throughout New York to 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. Our local campaign encourages people to dedicate themselves to recycling by making a pledge to support recycling, increase their purchases of recycled content products **and show us the ways that you are improving and enhancing the environment.**

What do we want you to do? Help us promote recycling, waste reduction, reuse and the purchase of recycled-content products by **showing us your school’s ongoing environmental efforts and/or a new environmental program or event** and presenting the enclosed/attached information in as many classrooms as you can. Then have students, teachers and staff sign the attached pledge. You can ask your ecology class, environmental club or other school organization to do it.

What’s in it for your school? School environmental clubs, ecology classes and coordinating groups can win great prizes. Individual students, teachers and staff are also eligible.

What’s in it for the students? They learn the importance of recycling, buying recycled content products and make it part of their everyday lives. Their individual pledge cards are also eligible for prizes at local, regional and state levels.

How does the process work?

1. Make a presentation to as many classrooms as you can, using the provided material
2. Show us your ongoing/current environmental efforts **AND/OR** do a new environmental program or event
3. Collect pledge cards from teachers, staff and students throughout your school
4. **Mail pledge cards, the attached form and information on your efforts so that they are received no later than **November 22, 2011 at 5:00 p.m.** to:**

Monroe County Department of Environmental Services
c/o Tina Stevens
50 W. Main Street
Rochester, NY 14614-1228

Who can I call if I have questions? Tina Stevens, 585-753-7646