

Recycle and Win Prizes!



America Recycles 2005



Key Messages

- 1) Support recycling
- 2) Buy recycled content products
- 3) America Recycles pledge and prizes

Support Recycling

#1

- ◆ Saves energy
- ◆ Conserves landfill space
- ◆ Saves natural resources
- ◆ Creates less pollution
- ◆ Creates jobs
- ◆ It's the law!

Buy Recycled Products

#2

- ◆ You can create demand for recyclables by buying products with recycled content
- ◆ Raises value of recyclables
- ◆ Closes the Loop



#3

Pledges and Prizes

- ◆ Fill out pledge card – “I Pledge to Recycle and Buy Recycled Products”
- ◆ One pledge card is used in all prize drawings. The card is entered into drawings for prizes:
 - ◆ Local
 - ◆ National
 - ◆ State

Local Prizes

- ◆ Schools with highest participation rates win an ice cream party for the whole school courtesy of Perry's Ice Cream and Wegmans.
- ◆ Individuals can win:
 - ◆ One of two IPOD Shuffles (courtesy of ABITIBI)
 - ◆ One Perception kayak (courtesy of Eastern Mountain Sports)
 - ◆ One of fifty Kodak cameras

National Prizes

- ◆ A 2006 Ford Escape hybrid vehicle
- ◆ 5 – Trek 24 speed aluminum Bikes, model 4300

State Prizes

- ◆ Orlando trip for four (Disney, Sea World, etc.)
- ◆ Kodak Cameras
- ◆ Recycled-content outdoor furniture

Last Step!

- Make your pledge to:**
- 1) Support Recycling; and
 - 2) Buy Recycled Products

For Our Children's Future...



Buy Recycled Today



America Recycles 2005 in Western New York Needs You!



America Recycles 2005 is a national campaign geared to increase the purchase of recycled content products and recycling throughout America 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. The theme for the national America Recycles campaign is “*It all Comes Back to You.*” Our local campaign encourages people to make a pledge to support recycling and increase their purchases of recycled content products.

What do we want you to do? Help us promote recycling and the purchase of recycled-content products by coordinating a 15-minute recycling activity in as many classrooms as you can. You can do this yourself or ask your ecology class or local scout organization to do it.

What is the activity? A five minute presentation followed by 10 minutes for students to fill out a pledge card. Electronic versions of this poster, pledge cards and a **presentation you can use** can be found on the Monroe County web site (www.monroecounty.gov) under *Environmental Services / Reduce, Reuse, Recycle / America Recycles Day*.

What's in it for your school? The schools (individual schools not the district) with the highest percentage/number of students filling out cards can win an ice cream party for the whole school.

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, state and national levels.**

How does the process work?:

1. Make the presentation to as many classrooms as you can.
2. Collect pledge cards for whole school
3. **Mail them by November 8, 2005 to:**

50 West Main Street, Suite 7100
Rochester, NY 14614
Attn: Karen Farrell

Where can you get further information? New York State has developed a 36-page booklet that contains America Recycles lessons and activities for you to share with your students. The booklet is available on the state web site (www.dec.state.ny.us/website/dshm/redrecy/teachhom.htm) or on the Monroe County Web site (listed above). These web pages provide a variety of information you may find useful for your presentation.

Who can I call if I have questions?

George Thomas, Eastman Kodak Company—(585) 722-5264

Western New York America Recycles Planning Committee

