

America Recycles 2012 -- November, 2012

Key Messages

- ❖ Support Recycling
- ❖ Closing the loop (buying recycled content products)
- ❖ Proving your commitment through ongoing and new environmental activities & signing pledges to win prizes

Support Recycling

- ❖ Recycling Saves Energy
 - You can watch THREE hours of TV with the electricity saved by recycling ONE pop can!
 - Recycling one ton of paper saves 380 gallons of oil!
- ❖ Recycling Saves Landfill Space
 - Paper fills almost half of every trash can-that's a lot of trees!
- ❖ Recycling Saves Natural Resources
 - Most plastics are made from oil
 - Glass is made from silica (sand) and soda ash
 - Metals are made from rocks (bauxite, iron ore and coke) that are dug up from mines
 - 17 trees are cut down to make ONE ton of new paper
- ❖ Recycling Reduces Pollution
 - Recycling steel reduces:
 - Air pollution by 86%
 - Water pollution by 76%
 - Mining wastes by 97%

Closing the Loop

- ❖ Purchasing recycled content products creates demand so companies want to make more to sell
- ❖ By taking recyclables to a transfer station or placing them at the curb in a recycling box, checking your guidance sheet to see what you can recycle AND preparing your recyclables properly, then purchasing "new" recycled content products at a store, you are "closing the loop"

Pledges and Prizes

- ❖ By taking the pledge to Close the Loop and following words with deeds, by filling out the form and you and your school can help the environment AND win great prizes!
- ❖ Prizes include: Recycled plastic lawn furniture, reusable Chico bags, gift cards for classroom materials from Wegmans Food Market for the ecology or environmental club or group that spearheads the WNY Recycles effort and more!!!

2011 Winners

- ❖ Allendale Columbia School
- ❖ Dalton Elementary
- ❖ Greece Athena Middle School
- ❖ Greece English Village Elementary School
- ❖ West Irondequoit High School
- ❖ Rush Henrietta - Winslow Elementary
- ❖ Numerous individual students, teachers and staff

Last Steps

- ❖ Show us your school or environmental club's ongoing environmental effort
- ❖ Create or institute a new environmental activity, such as:
 - Conducting a waste audit
 - Organizing and holding a litter collection-don't forget to separate recyclables from trash
 - Starting and maintaining a compost pile
 - Tour a Materials Recovery Facility (MRF).
 - Conduct a recycling education program in your neighborhood.
 - Collect clothing, textiles and shoes for reuse.
 - Promote the use of less toxic cleaning products.
 - Organize a cell phone or ink jet cartridge collection.
 - Creating your own waste reduction or reuse project
- ❖ Sign a pledge to Recycle more, purchase recycled content products and compost