

Dear Manager of Community Events:

This November Keep America Beautiful, Inc. (KAB) and Walmart are working in partnership to celebrate America Recycles DaySM, the only nationally recognized day and community-driven national awareness event dedicated to promoting and celebrating recycling in the United States. Every year on or around November 15 (America Recycles Day), millions turn out to thousands of local events held throughout the country to celebrate and learn more about their recycling programs.

Through our partnership, Walmart has agreed to host recycling education events and is inviting volunteer event organizers to coordinate directly with its Managers of Community Events on holding recycling education events at their stores. Per our agreement, all recycling education events must be held on Saturday, November 12, 2011. You and the local America Recycles Day organizer will finalize specific details such as the time of the event and set up. Event organizers may exhibit materials that are recyclable in your community as part of its tabletop recycling display, but may not collect recyclables at this event.

For more information about America Recycles Day and the promotional materials that will be used by local event organizers, visit americarecyclesday.org/toolkit. Download the *Go-to Guide* and our promotional flyer, *Your America Recycles Day in 5 Easy Steps*, for more details about the educational event concept.

Thank you for your support of America Recycles Day and for promoting recycling in your community. If you have any questions about the national America Recycles Day program or our partnership, please contact me at bpulley@kab.org.

In Partnership,



Brenda Pulley
Vice President, Recycling Programs
Keep America Beautiful, Inc.

