



America Recycles Day
NOVEMBER 15

America Recycles DaySM

KEEP AMERICA
BEAUTIFUL

2014 Key Messages

AMERICA RECYCLES DAY

- One day to educate and motivate.
- One day to get our neighbors, friends and colleagues excited about what can be accomplished when we all work together.
- One day to make recycling bigger and better 365 days a year!

THEME: "I WANT TO BE RECYCLED"

- Keep America Beautiful's national advertising campaign in partnership with the Ad Council aims to inspire individuals to recycle more by illustrating what "garbage" can become when it is recycled.
- For ideas on how to bring the campaign to your community and integrate the message with your America Recycles Day event, see our activity guide at AmericaRecyclesDay.org/toolkit.

CALL TO ACTION

- Take the "I Recycle" pledge:
 - ⇒ **Learn** about what is recycled in your community
 - ⇒ **Commit** to recycle more at americarecyclesday.org/pledge

GIVE YOUR "GARBAGE" ANOTHER LIFE: SUPPORTING FACTS

- **When material is recycled, it becomes something new and valuable**



Plastic

- ⇒ A plastic bottle can be recycled into new containers, t-shirts and fleeces, park benches, plastic lumber, and playground equipment.
- ⇒ Plastic bags are recycled into fences, decks, and shopping carts. (While not collected at the curb, many retailers across the country collect dry-cleaning, bread, and newspaper bags along with grocery bags).



Aluminum

- ⇒ An aluminum can can go from the recycling bin to the store shelf as a new can in as few as 60 days.
- ⇒ Aerosol cans are becoming increasingly recyclable. Check locally to see if your program accepts them.



Glass

- ⇒ A glass container can go from recycling bin to store shelf in as few as 30 days.
- ⇒ Recycled glass may be used in kitchen tiles, counter tops, and wall insulation.



Paper

⇒ The 60% of paper recycled in the U.S. is made into products like cereal boxes, tissues, and file folders.



Steel

⇒ Products such as structural sections and bridge spans use virtually 100% recycled steel.

- **Recycling is a multi-billion dollar industry that employs millions of Americans and helps advance our clean energy economy.**
 - ⇒ The value lost by discarding packaging rather than recycling is estimated to be \$11.4 Billion. ¹
- **The average American recycles or composts 1.51 pounds per day. Collectively in the United States, we produce 251 million tons of trash per year, and recycle and compost nearly 35 percent of that total. [EPA]**
- **Recycling provides many benefits including:**
 - ⇒ **Conserving natural resources:** Recycling conserves trees, water, and minerals – preserving the environment for future generations.
 - ⇒ **Reducing the need for landfills:** Recycling allows material to re-enter the marketplace as new products instead of taking up space in landfills.
 - ⇒ **Preventing pollution:** Recycling avoids greenhouse gas emissions (caused by processing and extraction of raw materials) equivalent to removing more than 34 million cars from the road each year.²
 - ⇒ **Saving Energy:** Recycling reduces the need to extract and process raw materials.
 - ⇒ **Creating Jobs:** Recycling helps create new jobs in the United States for both the recycling industry and manufacturing.

FOR MORE INFORMATION

Please explore: www.americarecyclesday.org,

Questions? Please email americarecyclesday@kab.org.

1: As you Sow, “Unfinished Business: The Case for Extended Producer Responsibility for Post-Consumer Packaging,” 10/12/12

2: EPA, “Municipal Solid Waste Generation, Recycling, and Disposal in the United States: Facts and Figures for 2011”