



America Recycles Day
NOVEMBER 15

My favorite part of hosting a recycling educational event:

“Getting to learn what people would like to know about recycling. Even the most seasoned of the recyclers had questions.”

RHONDA HARVEY
Keep Charlotte Beautiful



America Recycles Day Report 2015

America Recycles Day (ARD), a Keep America Beautiful national initiative, is the only nationally recognized day dedicated to promoting and celebrating recycling in the United States. More than a day, ARD is an opportunity to inform and inspire family, friends, neighbors, classmates and colleagues across the country to recycle more and recycle right 365 days a year! The 2015 theme of *Bathroom, Bags, and Gadgets* brought attention to recyclables that may not always be top of mind.

AMERICA RECYCLES DAY AVERAGES



BATHROOM, BAGS & GADGETS

America Recycles Day

A KEEP AMERICA BEAUTIFUL INITIATIVE

1.5 
Million
participants

1,200
event organizers



1,500
registered
events



250k
volunteer
hours



225k+
individuals have
pledged to recycle
more (since 2011)

7 Million
pounds of recyclables
collected



“Our America Recycles Day clothing drive got the entire community involved. Everyone wanted to be a part of this project. It was amazing because it was for such a great cause. So many families will be receiving the clothing collected.”

NIKI GRAHAM
**The Rescue Mission
of Trenton, NJ**

*(below) The Rescue Mission
of Trenton, NJ, attempts to set the
Largest Clothing Drive World Record*



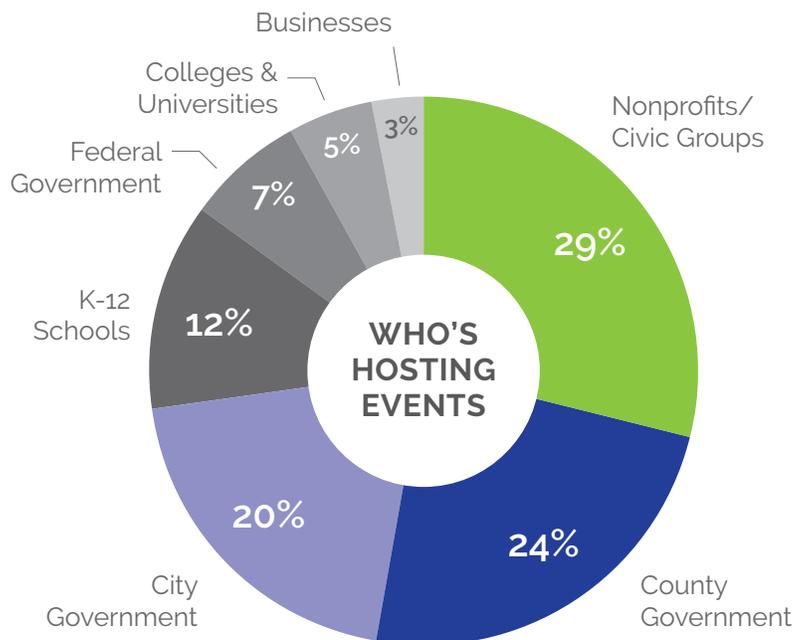
Keep Philadelphia Beautiful with its City Council's America Recycles Day Proclamation

PRESIDENTIAL PROCLAMATION

“Every American has a role to play in preserving our planet for future generations. Being good stewards of our environment and protecting our natural resources are imperative tasks for ensuring our children and grandchildren live in a clean and sustainable world, and recycling is a pivotal way each of us can do our part. Today, we acknowledge the importance of reusing materials and reducing consumption, and we recognize that a recycling bin may often be a better alternative to a garbage can.”



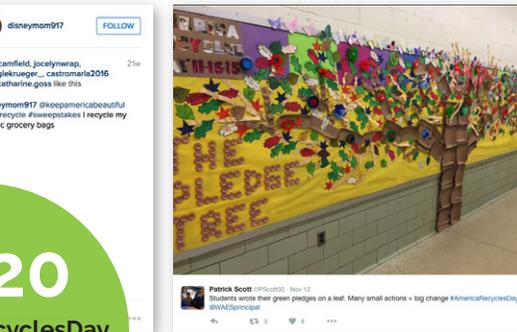
President Barack Obama



SOCIAL

For America Recycles Day 2015, we encouraged people across the nation to show us how they will recycle using #IWillRecycle. Here are some highlights!

17.39M
total impressions



3,120
#AmericaRecyclesDay & #IWillRecycle posts on Twitter & Instagram alone



“ The best part and the part I most enjoy is seeing the kids' faces as you talk about recycling and how interested they are in saving the planet! ”

KENT RITTER
Recycling at Connecticut Valley Hospital, Middletown, CT

(below) Westmoreland Cleanways Recycling Center, Latrobe, PA

MEDIA REPORT

TELEVISION	ONLINE	PRINT
TV mentions: 227	Articles and Blog Posts: 2,749	Readers: 4,546,635
Total Local Viewership: 4,502,939	Unique views: 2,526,427,657	News Ad Value: \$366,202
Total Local Market Publicity Value: \$253,304	News Ad Value: \$23,369,456	





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Our favorite part of hosting a recycling collection event was:

“Interacting with the community members who attended the event. Also, being able to host a recycling event that is tied into a national day/week. The national network of events gave more weight to the event and helped emphasize the value of recycling and that recycling is important to people throughout the country.”

WILLIAM MADERT

SHRED INSTEAD!
 Jefferson County Solid Waste Authority, Ranson, WV



ENGAGING COMMUNITIES ACROSS THE NATION



KEEP TAMPA BAY BEAUTIFUL
Trashy Flashy Fashion Show, Tampa Bay, FL



KEEP PRINCE GEORGE'S COUNTY BEAUTIFUL
E-Waste Collection Event in partnership with CyclePoint from Source America, Prince Georges County, Maryland



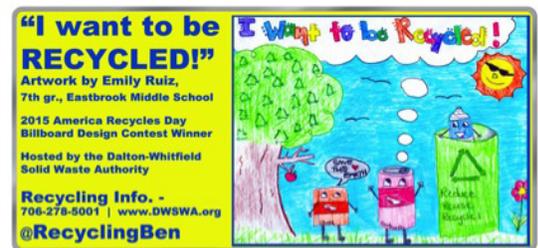
Allenstown Elementary School with its bags provided by Johnson & Johnson Care to Recycle, Allenstown, NH



KEEP MANATEE BEAUTIFUL
Annual SandBlast sand sculpture contest, Holmes Beach, FL



University of Tennessee Cans for Cookies event, Knoxville, TN



Billboard Design Contest winner, Dalton, GA

Thank you to our 2015 National Sponsors

