America Recycles 2004

AMERICA
RECYCLES
2004

It All Comes Back To You.

National Campaign Results

America Recycles 2004

Premier National Sponsors

Ford Motor Company

Recycle America Alliance

Champion National Sponsors

Novelis

(formerly Alcan Aluminum Corporation)

American Beverage Association

100% Recycled Paperboard Alliance

Staples

U. S. Environmental Protection Agency

America Recycles 2004

Premier National Sponsors

Ford

Recycle America ALLIANCE

Champion National Sponsors

Novelis

EPA

American Beverage Association

100% Recycled Paperboard

STAPLES that was easy.

America Recycles 2004

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Novelis

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Solid Waste Association of North America

Recycling Alliance of Texas

"It All Comes Back to You"

America Recycles 2004

Participating States

46 States, 2 Commonwealths and the District of Columbia			Alabama
Arizona	California	Colorado	Connecticut
Delaware	District of Columbia	Florida	Georgia
Hawaii	Idaho	Iowa	Illinois
Indiana	Kansas	Kentucky	Louisiana
Massachusetts	Maryland	Michigan	Minnesota
Mississippi	Missouri	Montana	Nebraska
Nevada	New Hampshire	New Jersey	New Mexico
New York	North Carolina	North Dakota	No. Mariana Islands
Ohio	Oklahoma	Pennsylvania	Puerto Rico
Rhode Island	South Carolina	South Dakota	Tennessee
Texas	Utah	Vermont	Virginia
Washington	West Virginia	Wisconsin	Wyoming

America Recycles 2004

2004 Achievements

- President of the United States, **George W. Bush**, signed a national proclamation declaring November 15th America Recycles Day;
- 46 States, the District of Columbia, the Commonwealth of Puerto Rico and the Commonwealth of the Northern Marina Islands partnered with America Recycles 2004;
- 1,000,000 full-colored bi-lingual bookmarks were distributed to all partners;
- Over 23,000 posters were distributed throughout the United States;
- National prize for adult: Ford Escape Hybrid SUV and five recycled-content aluminum bikes for children.

America Recycles 2004

2004 Achievements

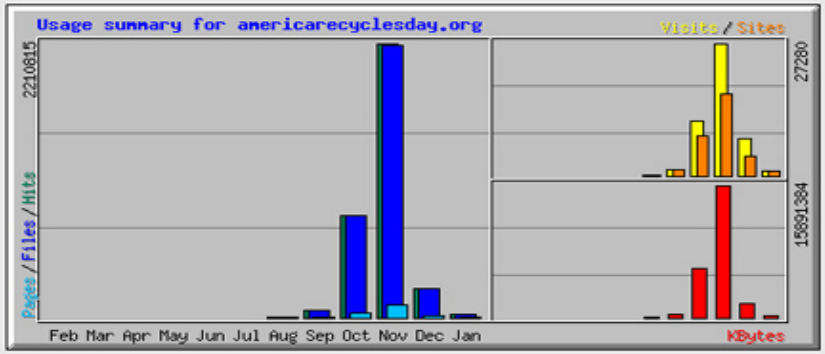
- Pledges:
  - Total Pledges – 192,754 (up 27% over 2003)
  - Online Pledges – 14,789 (8% of total)
  - Paper Pledges – 177,975 (92% of total)
  - Every state in the nation pledged in AR2004!
- News Clips: 423 (includes newsprint and internet)
  - Media Impressions increased to 5.1M in 2004 v 2.1M in 2003.
  - “Daily” newspaper articles nearly doubled to 103 (2004) v 59 (2003).
- Website Data:
  - Hits 2004 – 3,281,668 (September – December 2004)
- National Website Calendar:
  - Events posted for 2004 – 916 (up 64 events over 2003)

America Recycles 2004

2004 Achievements

Usage Statistics for americarecyclesday.org

Summary Period: Last 12 Months
Generated 05-Jan-2005 03:33 Eastern Standard Time



Summary by Month

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Jan 2005	5396	5387	415	191	843	215693	955	2078	26939	26983
Dec 2004	7389	7379	609	245	4111	1675434	7603	18887	228776	229073
Nov 2004	73693	73310	3363	909	16733	15891384	27280	100899	2199312	2210815
Oct 2004	26524	26370	1064	365	8344	5881308	11316	32997	817478	822251
Sep 2004	1895	1891	125	45	1153	481876	1358	3775	56748	56861

Done

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Graph demonstrating the spike in website visitors in October – November for America Recycles 2004

America Recycles 2004

2004 Achievements

- **State Measurement Forms**
  - Reporting states: 35 (2004) vs. 24 (2003) – as of 1/25/05
  - Reported State Events: 1,357 (up from 870 in 2003)
  - State Displays: 666
  - Newspaper / Magazine Articles: 539 (up from 451 in 2003)
  - Resolutions / Proclamations: 129 representing 26 states (up from 98 proclamations in 2003).

America Recycles 2004

2004 Achievements

The following slides describe just a few of the events held throughout the United States

AMERICA RECYCLES 2004

It All Comes Back To You.

America Recycles 2004

2004 Achievements

- **Alabama:**
  - **Birmingham-Jefferson County** celebrated its fifth annual Recycles Day. Over 400 City and county third graders and teachers attended. The focus of the event was hands-on learning about recycling and the importance of buying items made from recycled content. Activities included an active recycling game and performance by a recycling magician.

- **Arizona:**
  - The Arizona Recycling Coalition sponsored a poster contest for all **Phoenix** schools. Thirteen winners from across Arizona received a backpack made from recycled content and other valuable prizes.

America Recycles 2004

2004 Achievements

- **California:**
  - The City of **Oxnard** held an America Recycles Day event. FM Station Q104.7 broadcasted live from the event to encourage everyone to Reduce, Reuse, Recycle and Buy Recycled Products.
  - **University of California: Davis Campus:** The R4 Recycling Program at UC Davis held a one week event called Eco-Olympics within the Student Housing Resident Halls with the goal of reducing waste and increasing public awareness about recycling.
  - The **City of Riverside** and Keep Riverside Clean and Beautiful teamed up and invited families, friends and neighbors to clean-up trash and wipe out waste and graffiti around the community. This was followed by a "Trash Bash" with food, music, games and prizes provided for clean-up participantsFILL THIS UP

Los Angeles Event

America Recycles 2004

2004 Achievements

- **Connecticut:**
  - **New Haven**: Yale Recycling displayed how the University recycles and listed all the people who had pledged to recycle;
  - **Avon:** Roaring Brook Elementary School students collected plastic grocery bags and printer cartridges for recycling and signed AR2004 promise cards;
  - At the CRRA Visitor Center and Trash Museum in **Hartford**, visitors were welcome to tour the Trash Museum and learn more about refuse and recycling – in celebration of America Recycles Day!

- **DC – District of Columbia:**
  - Washington Metropolitan Council of Governments held a pledge drawing for gift certificates and a grant for school environmental programs.

Yale Recycling

America Recycles 2004

2004 Achievements

- **Florida:**
  - **Tallahassee:** The Florida Department of Environmental Protection celebrated America Recycles Day by inviting local students and recycling representatives from the State, County, and the City to attend an event at the state capital. Hundreds of children and dozens of exhibitors attended.

Students learning to make recycled paper

  - **Lakeland** – Polk County: Three students won the Keep Polk County Beautiful's second annual Recycled Sculpture Contest. Art work was displayed at the local Mall.
  - **Broward County** – over 30,000 students signed petitions in support of America Recycles 2004.

America Recycles 2004

2004 Achievements

- **Georgia:**
  - Keep Sandy Springs North Fulton Beautiful & Staples: Cell phone, rechargeable batteries, ink jet cartridges, mercury thermometers and sensitive documents were collected and recycled or shredded at 15 in-store displays. Live broadcasts on the local radio station were broadcasted.
  - And 57 other events!

America Recycles 2004

2004 Achievements

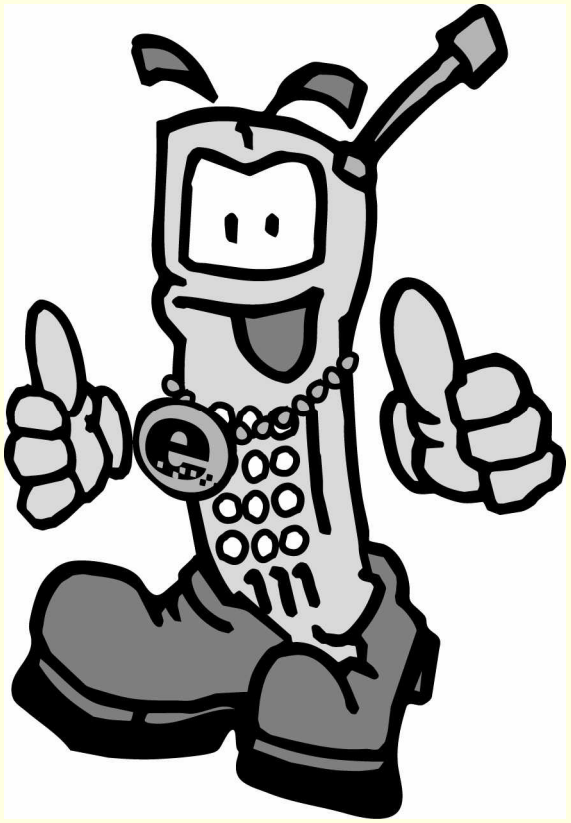
- **Idaho:**
  - The **Governor Dirk Kempthorne** proclaimed November “Recycling Month;”
  - **Meridian** held a composting brochure design contest;
  - “Recycler of the Year” was awarded during a presentation in South-Central Idaho;
  - A can collection campaign was developed by a private recycling company which awarded a cash bonus for increasing collection and recycling.

- **Illinois:**
  - **City of Elgin** held a week-long exhibit about recycling and buying recycled in the City Hall;
  - **Peoria County** sponsored AR2004 exhibits in many supermarkets.

America Recycles 2004

2004 Achievements

- **Kansas:**
  - **Emporia** held the Kansas E-Waste Pilot program for electronic recycling. All E-Wastes including computers and equipment, printers, cell phones, VCRs, games, copiers and fax machines were collected and recycled. Over 40 tons of material was collected during the pilot.
  - **Louisburg Elementary** School held a collection contest and over 10,000 pounds of material was collected in one day!
  - And 91 other events!



E-Waste Graphic

America Recycles 2004

2004 Achievements

- **Maryland:**
  - The Maryland Department of the Environment held it third annual "Rethink Recycling Art Contest" which attracted over 45 high school students from throughout Maryland. Winners of novel designs won various prizes donated by recycling-minded companies;
  - The 4-County Midshore Regional Recycling Program held a Household Hazardous Waste collection with a Mercury Thermometer & e-Cycling collection event.

- **Massachusetts:**
  - **Andover** and **Arlington** kicked off their Nike Reuse-a-Shoe campaign and collected over 1,100 pounds on November 15th;
  - Conigliano Industries held an open house and over 100 people attended tours and demonstrations to learn more about processing recyclables and production of new products with recycled content.

America Recycles 2004

2004 Achievements

- **Michigan:**
  - The Michigan Recycling Coalition had a display at the 12th Annual Great Lakes Region Waste Reduction and Energy Workshop in **Livonia**. The display included the Ford Hybrid Escape;
  - The “4 R’s” (reduce, reuse, recycle & rebuy) was the theme at the “Rip Roarin’ Recycling Round Up in **Saginaw**. Demonstrations by Master Gardeners and a poster contest was highlighted. A live-feed radio broadcast rounded out this popular event;
  - And 72 additional events!
- **Minnesota:**
  - Recycling Association of Minnesota had an editorial published in the Minneapolis Star Tribune about the economic and environmental benefits of recycling.

America Recycles 2004

2004 Achievements

- **Missouri:**
  - **Joplin** held its annual clean out your files and Household Hazardous Waste collection campaign and offered free document destruction;
  - A **Columbia** auto parts manufacturer opened its doors to show the public how parts are recycled
  - Nike Reuse-a-Shoe program had a grand kick-off in **Kansas City.**

- **Montana:**
  - In **Helena** state employees held a mercury thermometer collection and exchange;
  - S.A.V.E. held an ARD outreach rally and silent auction.

America Recycles 2004

2004 Achievements

- **Nevada:**
  - Three successful household mercury collection events were held; two in rural Nevada and one in **Incline Village**;
  - An extremely successful electronic waste drop-off event was held in **Reno**;
  - Nellis Air Force Base, **Las Vegas**, held several events in the schools.

- **New Jersey:**
  - **Atlantic City**: To kick-off the Atlantic City Convention Center's new recycling program, the Atlantic County Utilities Authority, in conjunction with the NJ League of Municipalities 89th Annual Conference, held a press conference and pledge drive. More than 20,000 people attended the conference.
  - And 14 additional events!

Atlantic City Convention Center

America Recycles 2004

2004 Achievements

- **New Mexico:**
  - New Mexico held a “Recycling Awareness Month” that was supported by 24 state coordinators and 55 schools throughout the state;
  - Lacking a formal recycling program, the **Navajo Nation** began its first educational outreach program. 19 schools, 2,384 students, and13 Navajo Nation departments participated;
  - Every student in the Village of **Wagon Mound** participated in the local aluminum can drive, complete with school-wide awards.
- **New York:**
  - The Third Annual New York Recycles Poster Contest was held and over 700 posters were submitted. Winners were selected and 5,000 2005 calendars were printed and distributed; Katie Bonner’s entry, *“Everyday Should Be America Recycles Day”* is featured.
  - New York state confirmed that events were held in at least 40 of the 62 counties – from a breakfast in Long Island to the Buffalo Bills training camp!
  - Governor Pataki signed a proclamation.

America Recycles 2004

2004 Achievements

- **Northern Mariana Islands:**
  - **Saipan** held a 10-day recycling contest and awarded cash prizes to the students and schools that collected the greatest amount of recyclables.
  - Commonwealth of the Northern Mariana Islands Governor Juan N. Babauta signed an America Recycles Day 2004 proclamation on November 15th.

Students of one of the nine schools to win a cash award for recycling – Saipan Grace Christian Academy

America Recycles 2004

2004 Achievements

- **Oklahoma:**
  - "America Recycles 2004 Banquet" was attended by over 100 people; six statewide recycling awards were presented;
  - The 4th Annual Recycle Olympics were held and hundreds of children participated in races and games: www.RecycleOlympics.org;
  - The town **Ada** held a an art / poster contest and enough recycle-themed art work was produced to create a 2005 calendar.

- **Pennsylvania:**
  - **Lancaster County** held a mercury thermometer collection and recycling campaign to celebrate AR2004;
  - The **City of Pittsburgh** promoted a "Clean your Files" day – over 11,000 pounds of office paper was collected in one day.

America Recycles 2004

2004 Achievements

- **South Carolina:**
  - 47 events were held in the state;
  - Fourth and fifth grade students participated in a hands-on exercise, “Recycling Adventures” which is a combination of craft, game and lesson stations that focused on recycling and buying recycled products.

- **Tennessee:**
  - The AR2004 Tennessee campaign focused on education and the social benefit of turning collected materials into new products; as in the “cans to house” program with Habitat for Humanity;
  - A new compost facility was opened at Panther Creek State Park;
  - **Williamson County** held a sensitive “document destruction” day.

America Recycles 2004

2004 Achievements

- **Texas:**
  - During the week of November 15th through the 19th, over 1,000 students in the **City of McAllen** participated in a “Recycling Survivor Challenge” – Each team had to compete the obstacle courses: stomp aluminum cans and toss them into a recycling bin; run to the second obstacle and sort recyclables from non-recyclables; run to the third obstacle – eating “worms” – gummy worms that is; and finally, they had to run through a pile of compost to find either a flag and ring a cow bell. Each participant was rewarded with a recycled-content yo-yo.
  - Students of the Carolyn Bukhair Elementary School in **Dallas** partnered with EnviroGlas Products, the company who installed their recycled Terrazzo floor, to hold a day-long recycling event day which included a recycling drive, letter writing, pledge cards and educational sessions.
  - Statewide over 450 events were held through the Recycling Alliance of Texas and Texas Recycles Day, Inc.

America Recycles 2004

2004 Achievements

- **Utah:**
  - **Provo City** held a successful electronics collection event;
  - Recycling awareness events were held at Brigham Young University and the Utah State University;

- **Virginia:**
  - The Virginia Recycling Association (VRA) held an AR2004 contest and people who pledged to recycle by way of a pledge form were entered into a random drawing to win great prizes;
  - The Children's Museum in **Richmond** held an event to show children how to make paper from used paper;
  - Residents of **Luray** collected more than 17,000 aluminum cans in an effort to "can-nect" their community.

America Recycles 2004

2004 Achievements

- **Washington:**
  - **Kitsap County** held its 4th Annual America Recycles Day Poster Contest for students K-8th grade. 13 winning entries will be made into a full-color 2005 calendar celebrating recycling all year.

  - **Seattle**: began a television education campaign to encourage residents to recycle entitled, “Why Waste a Good Thing?” The ads are shown on KING and KONG and are scheduled to run through 2005.

America Recycles 2004

2004 Achievements

- **West Virginia:**
  - **Charleston:** Celebrated ARD with their first "Recycled / Reuse Fashion Show." The Fashion Show was organized by the West Virginia America Recycles Day Steering Committee and the Recycling Coalition of West Virginia in celebration of America Recycles 2004!

- **Wisconsin:**
  - Sponsorship and events doubled in 2004;
  - In **Superior** and Douglas County an e-Waste Collection Event, in partnership with Recycle America Alliance, received over 70,000 pounds of electronic “waste;”
  - “Take a Recyclable to School” encouraged students at **UW-Milwaukee** to collect and recycle – prizes were awarded.
  - **Waukeshia** held a curbside recycling contest and several residents won monetary awards for “recycling right.” Six households were each awarded $100 for their recycling efforts.

Charleston, WV – First “Recycled / Reuse Fashion Show”

America Recycles 2004

National Prize Winners - Adult

2005 Ford Escape Hybrid SUV

Nancy Mawra

Pawleys Island, South Carolina

(with her family)

America Recycles 2004

National Prize Winners - Youth

Joe Gaffney, Idaho

Ally Abbott, South Carolina

Jenelle Kaminski, New York

Zachary Jahn, Michigan

Jeanie Hyatt, Oklahoma

Trek Model 4300

24-Speed Recycled Aluminum Content Bike

America Recycles 2004

Pledge Cards

State	Paper Pledge	On-Line Pledge	Total	'04 vs '03
Alabama	4,584	681	5,265	+ 789
Alaska	11	36	47	- 107
Arizona	148	182	330	- 266
Arkansas	52	101	153	- 153
California	1,871	1,723	3,594	- 478
Colorado	1083	300	1,383	+ 474
Connecticut	1,699	135	1,833	- 1,106
D.C.	48	61	109	- 921
Delaware	8	42	50	- 50
Florida	50,900	883	51,783	+ 26,671
Georgia	4,960	635	5,595	595

America Recycles 2004

Pledge Cards

State	Paper Pledge	On-Line Pledge	Total	'04 vs '03
Hawaii	25	21	46	-106
Idaho	323	47	370	+ 140
Illinois	1,027	420	1,447	-10,698
Indiana	416	203	619	-801
Iowa	44	278	322	-621
Kansas	1,685	132	1,817	- 2,032
Kentucky	64	143	207	-207
Louisiana	830	123	953	+ 53
Maryland	2,569	440	3,009	+ 800
Massachusetts	818	305	1,123	-481
Michigan	1,768	417	2,185	-736

America Recycles 2004

Pledge Cards

State	Paper Pledge	On-Line Pledge	Total	'04 vs '03
Minnesota	1,355	1,113	2,468	+ 1,449
Maine	10	42	52	-113
Mississippi	375	92	467	+ 221
Missouri	162	306	468	-244
Montana	220	94	314	+ 130
Nebraska	952	188	1,140	-911
New Hampshire	33	62	95	-71
New Jersey	1,262	472	1,734	+ 72
New Mexico	1,841	323	2,164	+ 1,324
New York	48,270	527	48,797	+ 30,948
North Carolina	1,703	470	2,173	- 104

America Recycles 2004

Pledge Cards

State	Paper Pledge	On-Line Pledge	Total	'04 vs '03
North Dakota	12	15	27	-192
No. Mariana Is.	0	32	32	0
Ohio	829	309	1,138	-958
Oklahoma	838	338	1,176	-403
Oregon	56	98	154	-415
Pennsylvania	791	401	1,192	- 3,987
Puerto Rico	0	8	8	-16
Rhode Island	13	92	105	-133
South Carolina	30,599	115	30,714	+ 698
South Dakota	39	21	60	-27
Tennessee	6,143	243	6,386	+ 5,478

America Recycles 2004

Pledge Cards

State	Paper Pledge	On-Line Pledge	Total	'04 vs '03
Texas	2,777	882	3,659	+ 737
Utah	34	50	84	-529
Vermont	10	26	36	-25
Virginia	1,986	352	2,338	- 1,042
Washington	990	441	1,431	-45
West Virginia	886	64	950	-277
Wisconsin	409	196	605	-305
Wyoming	74	29	103	-35
Total	177,965	14,789	192,754	+ 41,483
	92.3% Paper	7.2% On-line		UP 27.4%
50 states and the Commonwealth of the Northern Mariana Islands, Puerto Rico and Washington DC participated.				

America Recycles 2004

Additional Information?

For additional America Recycles Day, Inc. information; how you can participate, become a national sponsor or local event supporter, please contact:

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