

New Advertising Campaign Targets University of Kansas Students

The Waste Reduction and Recycling division has launched a new advertising campaign targeting on-campus and off-campus University of Kansas students. Staff developed a series of advertisements especially for students to appear in the KU student newspaper *University Daily Kansan*. The catchy ads showcase objects common to students such as old exams and issues of the student newspaper as valuable recyclables. The motto in the ads is “Take a study break, go recycle” and encourages students to visit the division’s website, www.LawrenceRecycles.org, to learn about recycling opportunities in Lawrence. WRR has received many positive comments and feedback about the clever advertisements!

Recycling Tip #398



You know it as last semester's cell biology final exam; we see sorted office paper, a highly recyclable item. Making paper from recycled materials results in 74% less air pollution and 35% less water pollution than virgin paper.
Source: www.millerrecycling.com


Take a study break, go recycle.
Visit www.LawrenceRecycles.org

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Recycling Tip #304



You know it as trash from Friday night's party. We see it as one of the most valuable recyclables. Each minute 113,204 cans are recycled. You can make it 113,205.
Source: Can Manufacturers Institute

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