

2015 America Recycles Day Celebration Friday, November 13th, 2015

The city's Solid Waste Division hosted a public celebration on Friday, November 13th, for the one year anniversary of the city's residential single-stream recycling program and America Recycles Day. America Recycles Day (November 15th), a program of Keep America Beautiful, is a nationally recognized day dedicated to promoting and celebrating recycling in the United States.



The city's America Recycles Day Celebration was hosted at Sports Pavilion Lawrence, in partnership with KU Center for Sustainability and Rock Chalk Recycling. The event offered a photo booth with Big Jay, as well as recycling themed games and activities, which were facilitated by KU Center for Community Outreach volunteers.

There was a large cake that was offered to event guests and Sports Pavilion Lawrence patrons—concessions were provided by the Crimson Corner Market. Note: Original event plans called for live voting of a school calendar poster contest. Although well publicized, the contest received 10 submissions so was taken out of event activities. Event attendance was estimated at 150.

Communication Tools

- Utility Bill Insert (October)
- Flame Newsletter (October)
- Phoenix Newsletter (November)
- News Release
- City Website and Solid Waste Management Website
- City Facebook and Lawrence Recycles Facebook
- City Twitter
- Channel 25 Slide
- Online Calendars
- Lawrence Journal-World & University Daily Kansan Ad
- PHP List – Trash & Recycling News, Reduce Reuse Recycle, SAB
- Neighborhood Association Email Notification
- Email to USD 497, Lawrence private schools, and Boys & Girls Club
- Event flyers distributed at Electronic Recycling Event and local businesses
- Greenability Magazine write-up

Lawrence Journal World Ad (ran 11/7 through 11/13)

**AMERICA
RECYCLES DAY**

Come Celebrate!

1 year of the City's Residential
Recycling Program

Friday, Nov. 13th, 3pm-6pm
Sports Pavilion Lawrence, 100 Rock Chalk Ln.
Family fun event with activities & games!

FREE ADMISSION

Concession stand will be open.
More information at
www.LawrenceRecycles.org
832-3030

**PHOTO
BOOTH
WITH
BIG JAY!**

City of Lawrence
PUBLIC WORKS

ROCK
CHALK
RECYCLE

KU
CENTER FOR
SUSTAINABILITY
The University of Kansas

f

Utility Bill Insert (October)

You're Invited! America Recycles Day Celebration

What: A fun, family friendly event celebrating one year of Lawrence's residential curbside recycling program in conjunction with America Recycles Day!

When: Friday, November 13th from 3:00-6:00 p.m.

Where: Sports Pavilion Lawrence, 100 Rock Chalk Lane

Hosted By: City of Lawrence Solid Waste Division, KU Center for Sustainability & Rock Chalk Recycling

f Follow us on Facebook for event updates!
www.facebook.com/LawrenceRecycles

Photo Booth!
Activities & Games!
Concession Stand!

Live voting for the
Curb It With Blue
"Recycling Through The Seasons"
School Calendar Contest!



**CURB IT WITH
BLUE**
LawrenceRecycles.org

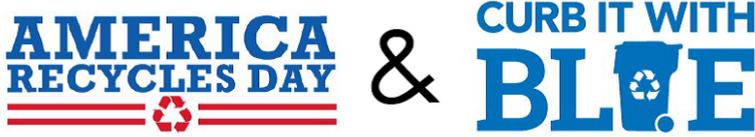
For more information about the event visit:
www.LawrenceRecycles.org • 832-3030

City of Lawrence
PUBLIC WORKS

Printed on recycled paper with 30% post-consumer fiber.

175

Come Celebrate!



What: A fun, family friendly event celebrating one year of Lawrence's residential curbside recycling program in conjunction with America Recycles Day!

When: Friday, November 13th from 3:00-6:00 p.m.

Where: Sports Pavilion Lawrence, 100 Rock Chalk

Hosted By: City of Lawrence Solid Waste Division, KU Center for Sustainability & Rock Chalk Recycling



Photo Booth with Big Jay!

Activities, Games, Prizes!

Concession Stand!

Live voting for the Curb It With Blue

"Recycling Through The Seasons" School Calendar Contest!

Event Mini-Flyer
(Distributed at e-waste event and local businesses)

America Recycles Day Celebration

Friday, November 13th • 3:00-6:00 p.m.
Sports Pavilion Lawrence • 100 Rock Chalk Lane

Come celebrate the 1 year anniversary of curbside recycling in Lawrence & America Recycles Day!

Photo Booth with BIG JAY!
Activities & Games!
Concession Stand!

Live voting for the Curb It With Blue
"Recycling Through The Seasons" School Calendar Contest!

Hosted by: City of Lawrence Solid Waste Division & KU Center for Sustainability

More information:
832-3030 • www.LawrenceRecycles.org
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PUBLIC WORKS



KU
CENTER FOR
SUSTAINABILITY
The University of Kansas

Event Photos



Event Photo Booth

