



FAST FACTS FOR

# Cans for Cash™

## CITY RECYCLING CHALLENGE

### WHAT IS IT?

Cans for Cash™ City Recycling Challenge: Building a Sustainable Environment for Your Community! The City Recycling Challenge is a national contest that rewards cities for recycling aluminum beverage cans.

The United States Conference of Mayors, Novelis Corporation, and Keep America Beautiful, Inc. partnership encourages and assists U.S. cities with their sustainable recycling efforts. The Challenge will award twelve \$5,000 awards to participating municipalities and four \$2,500 awards to KAB affiliates (totaling \$70,000) for furthering recycling efforts.

### HOW IS IT STRUCTURED?

#### CITIES WILL COMPETE AGAINST LIKE-SIZED CITIES IN FOUR "DIVISIONS" DETERMINED BY POPULATION.

Division One: **250,000 AND ABOVE**

Division Two: **100,000 – 249,999**

Division Three: **50,000 – 99,999**

Division Four: **UP TO 49,999**



**SAVE THE DATES!**  
OCTOBER 1-31, 2008

### HOW DO YOU WIN?

#### MOST CANS COLLECTED

To further recycling efforts, a \$5,000 award will be presented to the city in each division that collects the most recyclable aluminum beverage cans from October 1 - October 31, 2008. Receipt documentation from scrap resellers and/or third-party recycling centers will be required of entries in this category.

#### MOST INNOVATIVE IDEAS - *Cities are only eligible to participate in one innovation category.*

1) One city in each division will receive a \$5,000 award for the most innovative ideas promoting aluminum beverage can recycling. Cities will need to submit an application form detailing their efforts and are encouraged to include sample materials created for the competition such as posters, e-mails, web pages, door hangers, photographs from events, press releases, etc.

#### 2) **Partner with a local Keep America Beautiful, Inc. (KAB) affiliate**

This category encourages cities to partner with their local KAB affiliate to create the most innovative ideas to promote aluminum beverage can recycling. One city in each division will be eligible for a \$5,000 award, while the supporting KAB affiliate is eligible for \$2,500. Cities will need to submit an application form detailing their efforts with KAB, and are encouraged to include sample materials created for the program.



### WHY PARTICIPATE?

#### FRIENDLY, SPIRITED COMPETITIONS LIKE THE CITY RECYCLING CHALLENGE BRING CITY OFFICIALS, COMMUNITIES AND SCHOOLS TOGETHER.

Winners will be announced at The U.S. Conference of Mayors Winter 2009 meeting.

The awards and the publicity are an invaluable asset for promoting your city.

The Challenge increases citizens' awareness of recycling and reminds everyone to recycle aluminum beverage cans.

- Recycling aluminum beverage cans reduces landfills and associated costs.
- Selling aluminum cans to recyclers provides your city with the potential to generate additional income! Recyclable aluminum beverage cans are twenty times more valuable than typical household recyclables.
- Cans for Cash™ City Recycling Challenge helps build a sustainable environment for your community.



Nearly \$1 billion in recyclable aluminum beverage cans go into landfills every year. A portion of that \$1 billion could be recovered by your recycling efforts.



**The United States Conference of Mayors**  
 1620 Eye Street, NW  
 Washington, DC 20006  
[www.usmayors.org/mwma](http://www.usmayors.org/mwma)



**Novelis Corporation**  
 6060 Parkland Boulevard  
 Cleveland, OH 44124-4185  
[www.recycle.novelis.com](http://www.recycle.novelis.com)  
[www.novelis.com](http://www.novelis.com)



**Keep America Beautiful, Inc.**  
 1010 Washington Boulevard  
 Stamford, CT 06901  
 Tel: 203.323.8987  
 Fax: 203.325.9199  
 For a list of KAB affiliates and additional information, visit [www.kab.org](http://www.kab.org)

**HOW TO SIGN UP?**

**YOU CAN SIGN UP ONLINE.**

Or give this fact sheet to the appropriate city manager to enroll (such as the Manager of Department of Solid Waste, Public Relations, etc.).

To sign up log on to one of the following websites:

[www.cans4cash.com](http://www.cans4cash.com) or  
[www.usmayors.org/mwma](http://www.usmayors.org/mwma)

**ENROLLMENT: MAY 1 - SEPTEMBER 30, 2008.**

**Questions?** Contact Susan Jarvis at 1-202-861-6760.

**HOW MUCH DOES IT COST?**

**THE CITY RECYCLING CHALLENGE IS FREE. THERE ARE NO ENROLLMENT CHARGES OR FEES.**

The United States Conference of Mayors and Novelis Corporation will provide you with promotional ideas and media strategies for maximizing the resources you have available. Use these ideas as a launchpad to encourage participation from neighborhood associations, schools, charitable organizations, social groups, etc. Details will be included on a CD, or can be downloaded online at [www.usmayors.org/mwma](http://www.usmayors.org/mwma)

**WHAT DOES THE TIMELINE LOOK LIKE?**

**SIGN UP**

May 1- September 30, 2008

**CITY RECYCLING CHALLENGE**

Collection Period  
 October 1 - 31, 2008

**RESULTS DEADLINE**

November 28, 2008

**WINNERS ANNOUNCED**

January 2009

**Awards presented at the 2009 United States Conference of Mayors Winter Meeting.**

