

Idea Sheet

Cans for Cash™
CITY RECYCLING CHALLENGE



Sponsored by The United States Conference of Mayors
and Novelis Corporation.



In partnership with Keep America Beautiful, Inc.



If you're looking to gain participation and attention in your recycling efforts during the Cans for Cash™ City Recycling Challenge, try something fun, exciting and original.

Put your imagination to work. Or hold a brainstorming session within your department. Take the best ideas and bring them to life in order to jump-start recycling participation.

Here are a few thought starters...

STOMP OFF

For this promotional concept, the idea is to get people involved in recycling by stomping cans. To start, choose a location that's convenient – such as a school or public building/facility. To publicize your “Stomp Off,” partner with local newspapers, radio or television stations and send media alerts to the appropriate contacts. You might also want to consider contacting local businesses about donating prizes, which could be awarded to people who “stomp” the most recyclable aluminum beverage cans in thirty seconds, or the “stomper” with the most style. (Participants must bring their own empty aluminum beverage cans.) To attract even more attention, invite local celebrities or dignitaries to host or participate in the “Stomp Off.”

SCHOOL POSTER CONTEST

Another way to promote aluminum beverage can recycling efforts during the Cans for Cash™ City Recycling Challenge is via a poster contest in local schools. Poster contests are a great means for building excitement and awareness. Challenging students to create posters provides teachers with an opportunity to reinforce topical science and environmental lessons. Structure the contest any way you like. Favorite posters could be showcased in the schools, and the best ones could be put on display in City Hall or at the local arts museum. Poster contests are also a great way to get a recycling message to parents.

METAL NIGHT

Stage and promote a concert involving your city's top local music acts at schools or event arenas. Structure the evening around a "battle of the bands," where the audience can vote for their favorite act. Involve local music stores to donate prizes. Anyone wishing to attend the event would be required to bring ten recyclable aluminum beverage cans as a donation. Again, partner with a local media source, such as a newspaper, radio or television station, to gain exposure and participation.

CRUNCH TIME

Partner with school booster clubs, local teams or sporting venues to promote and encourage aluminum beverage can recycling. Contact managers and booster organizations about hosting a recycling drive and/or providing space for collection bins to meet your Cans for Cash goals. Develop a prepared announcement for the play-by-play announcer to read over the public address system during a game. You can generate participation by rewarding fans who bring cans with discounted tickets or special seating.

There are an unlimited number of ideas out there...these are just a few samples...invent your own recycling promotions...and turn cans into cash.