

Associated Recyclers Announces “Recycle The Litter” Earth Day Campaign

Written by Associated Recyclers of Wisconsin

Tuesday, 21 April 2015 14:40 - Last Updated Tuesday, 21 April 2015 14:50



Stevens Point, WI – The Associated Recyclers of Wisconsin (AROW) invites individuals and groups around the state to help us in celebrating Earth Day 2015 by participating in our “Recycle The Litter” campaign. Earth Day, celebrated on April 22nd, is a worldwide celebration with groups and individuals doing their part in support of environmental protection.

Every spring the cycle is the same. The snow melts, the weather warms up and people head outside. On their bikes, out for walks, hitting the trails and parks; everywhere you go there is one thing you are almost guaranteed to see – litter. No space is safe from the litter that moves around throughout the winter. More often than not, litter consists of beverage containers, paper, and plastic bags; all of which are recyclable.

For many, picking up litter and tossing it into the nearest receptacle is common place. AROW wants to take litter pick up to the next level. Not only are we encouraging you to pack along a bag to collect litter into, but we are challenging you to properly dispose of that litter. You know what’s recyclable and what’s not, so disposing of litter properly shouldn’t be any different.

For the last two weeks of April, starting April 17th and running through May 3rd we are encouraging Wisconsin residents to “Recycle The Litter!” Pack an extra bag or two for garbage AND recycling collection and capture your experience with a photo. Submit your “litter selfies” to AROW at programs@arow-online.org

with a description of where you were at and roughly how much you collected and you will be automatically eligible for prizes, including a \$100 Amazon gift card. Prize winners will be chosen at random. Photos and descriptions will get posted on our RecycleMoreWisconsin.org (RMW) website news feed as well as on Facebook (

[facebook.com/RecycleMoreWisconsin](https://www.facebook.com/RecycleMoreWisconsin)

) and Twitter (

twitter.com/RecycleMoreWI

) throughout the two week time period.

Recycle More Wisconsin, a program of AROW, aims to bring together communities across Wisconsin to prevent valuable recyclables from going to waste in our landfills. To achieve this

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goal we are providing education on the benefits of recycling and the opportunities to recycle at home, work, school, and all public places. The “Recycle The Litter” campaign and other programming is made possible by our sustaining sponsorship from Waste Management.

Get outside and enjoy this beautiful spring weather, but leave those places you are visiting cleaner than you found them and “Recycle The Litter!”

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About the Associated Recyclers of Wisconsin (AROW)

Founded in 1990, AROW is a 501(c)(3) association representing Wisconsin's recycling, waste reduction and sustainability professionals. The organization provides leadership through education, advocacy, and collaboration and promotes effective, efficient and sustainable material recovery initiatives. For details on AROW, its positions and programs visit www.arow-online.org

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