

#BERECYCLED



America Recycles Day

A KEEP AMERICA BEAUTIFUL INITIATIVE

“Thank you so much for the tremendous support and outreach in promoting America Recycles Day. Each day that we continue to bring awareness and education on the value of recycling, we are making our world a better place now and for generations to come.”

LORETTE CARTER

Shelby Recycling Association, Shelby, MT



Middle school students in Beaufort County, South Carolina were awarded for their participation in the county's first America Recycles Day Billboard Contest. There were a total of 19 participants.



KEEP AMERICA  
**BEAUTIFUL**  
K.A.B.ORG

## America Recycles Day 2016 Report

**America Recycles Day (ARD)**, a Keep America Beautiful initiative to improve recycling, is the only nationally-recognized day dedicated to promoting encouraging and celebrating recycling. More than a day, ARD is an opportunity to inform and inspire family, friends, neighbors, classmates and colleagues across the country to recycle more of the right things 365 days a year! This year's theme was “#BeRecycled”—taking the opportunity to invite individuals to live a recycled lifestyle. Encouraging everyone to commit to the *Reduce. Reuse. Recycle.* mantra in every aspect of their lives—at home, at work/school and on-the-go.

### AMERICA RECYCLES DAY KEY METRICS

**1.9 Million**  
attendees



**4.2k+**  
organizations  
working together to  
advance recycling



**1,400**  
registered  
events



**200k**  
volunteer  
hours



**265k+**  
individuals pledged  
to recycle more  
(since 2011)

**61.3 Million**  
pounds of recyclables collected



“ This event is an opportunity for our community to recycle together. Many of the volunteers knew the people coming through and it made it a very positive and upbeat community event. This is the third year we've participated in America Recycles Day and now residents actually plan for it. Recycling together has become part of what we do here in Manassas. How awesome is that? ”

MONICA BOEHRINGER  
**Refuse & Recycling  
 Coordinator for City of  
 Manassas, VA**

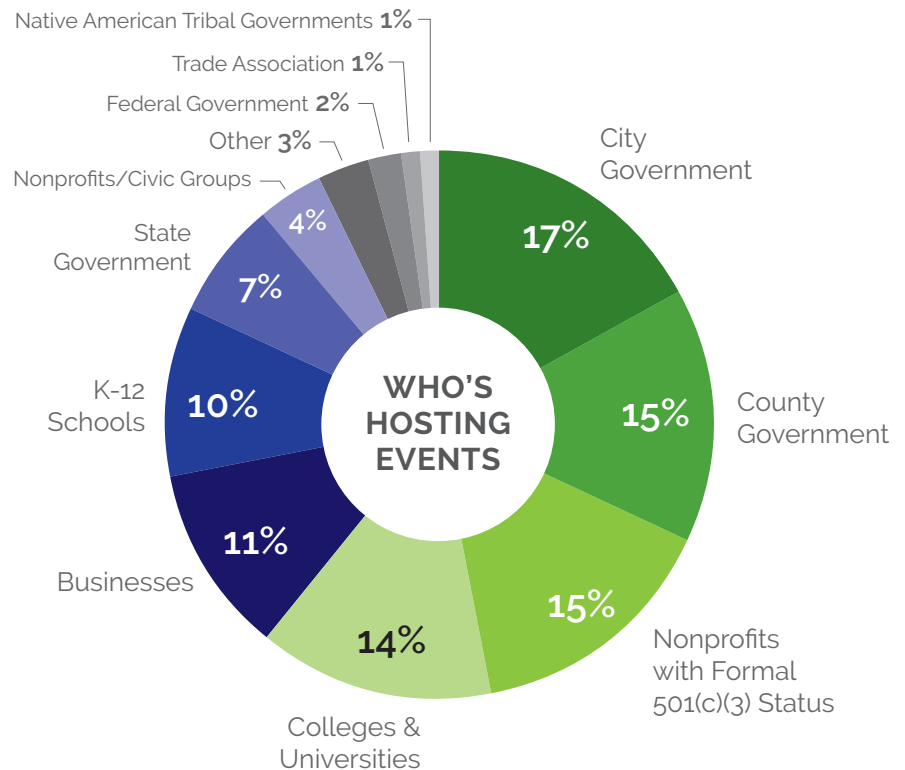


*Keep America Beautiful presented at the State of Recycling briefing that was hosted by Senate Recycling Caucus Co-Chairs Senator Tom Carper and Senator John Boozman on America Recycles Day.*

### PRESIDENTIAL PROCLAMATION

“One of the most important things we can do with our time on Earth is to make it better for future generations. On America Recycles Day, we renew our commitment to making environmentally conscious changes in our lives so that our children and grandchildren can live that better, cleaner future. Let us continue striving to reduce waste, conserve resources, and meet our obligations to our planet and to future generations.”

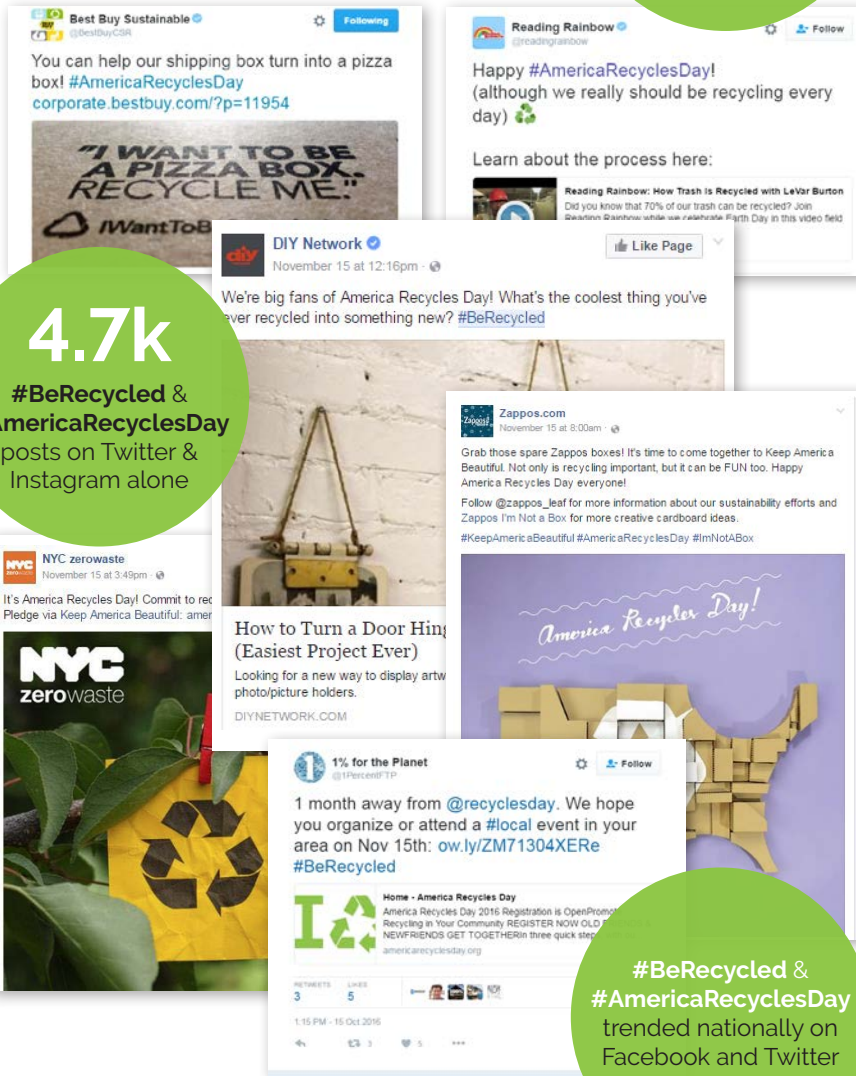
**President Barack Obama**



# SOCIAL

For America Recycles Day 2016, we encouraged people across the nation to show us how they recycled using **#BeRecycled**. Here are some highlights!

**1.6M**  
organic impressions



**4.7k**  
#BeRecycled & #AmericaRecyclesDay posts on Twitter & Instagram alone

#BeRecycled & #AmericaRecyclesDay trended nationally on Facebook and Twitter

“ The best part of hosting ARD... is getting to see our workers and volunteers inform the attendees about our program and resources. The purpose of the event was great because of the educational aspect. The purpose of ARD is to educate and inform and seeing that happen was amazing. ”

BASILLE JIMENEZ  
AS Sustainability and Recycling CSUN, Northridge, CA

# MEDIA REPORT

## TELEVISION

TV Mentions:  
**492**

Total Local Viewership:  
**7,390,502**

Total Local Market Publicity Value:  
**\$391,335**

## ONLINE

Hits to the ARD Website:  
**Over 160,000**

## PRINT

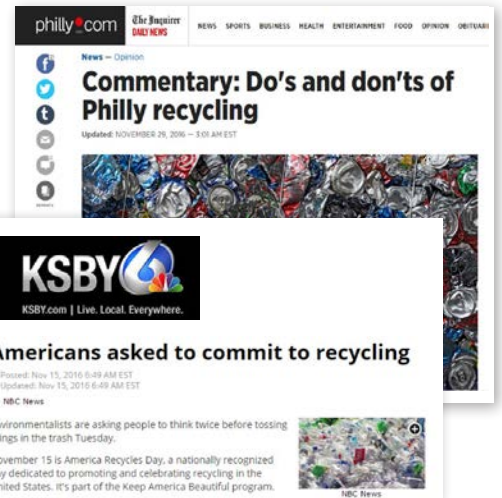
Articles Mentioning ARD or #BeRecycled  
**3,577**

## TOTALS

Total Mentions:  
**3,194**

Total Reach:  
**5,031,604,811**

Total Ad Value:  
**\$2,236,990**



\*TV Eyes report from 11/2 through 11/20



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“The best part is hearing from residents how much they appreciate our annual ARD event.”

City of San Leandro  
Recycling Program

“Thank you so much for supporting America Recycles Day —as a rural affiliate, national sponsors are imperative to the success of our local efforts.”

College of Coastal Georgia

## EVENT HIGHLIGHTS



**ILIVEHERE (DAVENPORT, IA)** Hosted by the local Coats for Kids chapter 700 youth-sized recycled content jackets were donated to the local coats for kids chapter to be given to local Davenport children. The coats were provided as part of a Keep America Beautiful and Unilever partnership demonstrating recycled bottles become new products.



**I LOVE A CLEAN SAN DIEGO** celebrated an America Recycles Day event at Maie Ellis School where students learned about recycling, zero waste, food systems and vermicomposting.



**PRINCE WILLIAM COUNTY'S (VA)** America Recycles Day was attended by 1,000 residents who had fun learning about what to recycle.

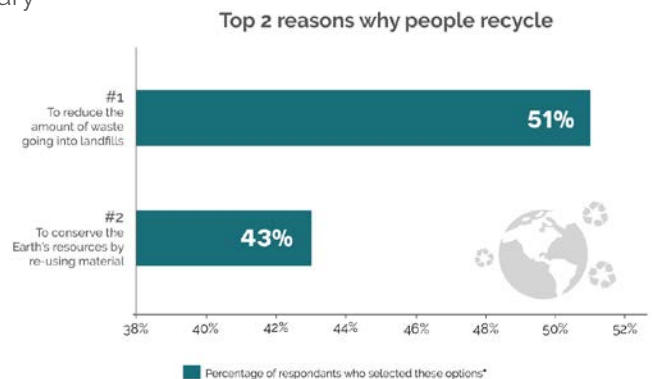


**"Trash to Treasure"- Academy Schools, Tukwila, WA** Students from Academy Schools pieced together collected items from nature and their recycling bins to create artistic masterpieces that were displayed throughout their neighborhood.

## Understanding why consumers do and do not recycle

For America Recycles Day, Keep America Beautiful issued its first annual consumer-based research study on recycling attitudes and behaviors. A primary

purpose for this research is to identify and share how best to overcome barriers and motivate individuals to recycle:



Thank you to our 2016 National Sponsors

