



## Gloucester Department of Community Education

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FOR IMMEDIATE RELEASE

DATE: Wednesday, September 11, 2013

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### **New Recycling Slogans Featured at Convenience Centers**

The Go Green Gloucester Advisory Committee in cooperation with Waste Management of Gloucester, Gloucester Community Education and several of Gloucester's public schools recently completed a collaborative project resulting in the placement of new recycling slogan signs at the local convenience centers.

Committee members discussed ways to promote, motivate and increase recycling by residents. The idea of involving the school children and asking for their ideas was well received and implemented by the school staff involved. Community Education coordinators within the schools assisted in soliciting slogan ideas from teachers and/or club leaders. Over 100 creative and catchy phrases were submitted from the schools with one slogan selected from each of the participating schools.

The selected slogans used on the new signs are: "Recycle when you're through to make something new!" (Botetourt Elementary); "Don't be lazy ... Recycle like crazy!" (Achilles Elementary); "Recycle today for a better tomorrow!" (Peasley Middle); "When you don't just throw it away, you SAVE the day!" (Petworth Elementary); "When you refuse to reuse, it's our earth you abuse!" (Abingdon Elementary); and "It may not be hip, it may not be in, but with recycling you always win!" (Bethel Elementary).

"Recycling is so critical to modern waste reduction," states Henry Thompson, Chairman of the Go Green Gloucester Advisory Committee. "Our committee members strongly believe that these signs will help remind us all how important it is to reduce waste and reuse or recycle our everyday materials with every chance we get." Botetourt Community Education Coordinator Martha Moss shared that she thought it "was a wonderful idea to involve the students in promoting recycling. It gave them the opportunity to directly participate in a hands-on activity to increase awareness of the importance of recycling to the environment."

The slogan signs are located underneath the recycling rate signs for each convenience center.

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