

**TITLE: Earth Day Every Day!**

**TEASER**

Earth Day may only come once a year, but you can live like every day is Earth Day by maximizing your recycling efforts, reducing what you acquire and reusing what you can.

**BLOG/ARTICLE**

Twin Cities residents have a lot of options when it comes to recycling, and they take advantage of them! A recent research survey showed that almost half of us toss all our items into the correct bin, with about 39 percent getting only one item wrong. The same survey showed that people are motivated to recycle by their concern for the environment, and that they feel recycling is important and easy. With [Earth Day](#) coming up on April 22, it's a great time to look at what we can do to reduce, reuse and recycle every day.

**Keep it Easy**

Resources like the [Know What to Throw Guide](#) and [Recycling 101](#) can help you make sure all of your items end up in the right place. Just because something can't be recycled in your curbside bin doesn't mean that you can't recycle it. Items like [batteries](#) and [plastic bags](#) can be brought to drop-off locations to be recycled.

Recycling is important because it is good for the [three E's](#): It benefits our economy, saves energy and protects our environment. Make sure you are recycling everything you can no matter [where you are](#).

## Recycle More, Disclose Less

Some people won't recycle items with private information on it, but there are ways to make sure you don't [recycle your identity](#). Arm yourself with a black permanent marker or a scissors and either mark out your information or cut out your name and address from bills and [junk mail](#). Remove labels from [medication and prescription](#) bottles before disposing of them, and remove information from your [electronics](#).

## The First R

Take a look at the items in your recycling bin; are there any you could have avoided acquiring in the first place? It's important to think about the first R—[reduce](#)—before reusing and recycling. Avoid packaging waste by [buying in bulk](#), go electronic, and find ways to [reduce waste at work](#). Use reusable products whenever you can and seek out new ways to [reduce wherever you go](#).

## Reducing in the Modern Age

In recent years, there has been a shift from ownership to access in what is known as the [sharing economy](#). Instead of purchasing several DVDs, people stream their entertainment. Instead of driving their own vehicle, people are using rideshare services and public transit. [Borrow and share](#) to find ways to help reduce without limiting your access with these services. Another movement is the [Zero Waste](#) lifestyle that allows people to use things like cloth bags, jars and bottles to end up producing a shockingly small amount of annual waste.

## Getting the Most out of the Three R's



April 2016 Residential Communications Resources  
Topic: Earth Day Every Day!

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By reducing what you purchase, [reusing](#) what you can and recycling the rest, you can help protect the environment. Use tips from [RethinkRecycling.com](#), the [U.S. EPA](#) and the [Minnesota Pollution Control Agency](#) to get ideas on how to reduce the items that you acquire and look for ways to create less waste overall. Earth Day may only come once a year, but there are tons of ways to use the philosophy of Earth Day every day.

### **About RethinkRecycling.com**

Minnesotans recycle over 2.3 million tons of paper, glass, metals, plastics, yard waste, and more each year, which create new products such as cans, cardboard, newspaper, carpet, clothing, furniture, and much more. RethinkRecycling.com, provided by the Solid Waste Management Coordinating Board, is your go-to guide for waste and recycling in the Twin Cities.

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## **Facebook**

### **April Fool's Day Posts (Late March)**

Solid  
Waste  
Management  
Coordinating  
Board

These materials were provided by the Solid Waste Management Coordinating Board (SWMCB) as a part of its Rethink Recycling outreach efforts. Please help us track the use of Rethink Recycling materials by sending an e-mail to [Info@RethinkRecycling.com](mailto:Info@RethinkRecycling.com) with a description of how the materials were used, the date(s) published, and the estimated reach.



1. Don't be fooled into thinking you're doing all you can to recycle. Can you add another room? Can you add another material? Start recycling in your bathroom or office! Start composting and recycle your organics!  
[www.rethinkrecycling.com/residents](http://www.rethinkrecycling.com/residents)
2. Don't be fooled into thinking plastic bags go in the recycling. Yes, they're made from the same plastic as recyclable things like shampoo bottles, but bags wreak havoc on the recycling processing line when they get tangled in equipment. Instead, reuse them or bring them to stores that offer collection.  
[www.rethinkrecycling.com/residents/materials-name/plastic-shopping-bags](http://www.rethinkrecycling.com/residents/materials-name/plastic-shopping-bags)
3. Don't be fooled into thinking all cartons are recyclable. Frozen food boxes look like paper, but they are made with plastic fibers. That disqualifies things like boxes for frozen pizza, vegetables or ice cream.  
[www.rethinkrecycling.com/residents/materials-name/cartons](http://www.rethinkrecycling.com/residents/materials-name/cartons)
4. Don't be fooled into thinking paper coffee cups are recyclable. The plastic liner inside the paper cup puts them in the garbage can. Use reusable cups instead!  
[www.rethinkrecycling.com/residents/recycle/recycling-101](http://www.rethinkrecycling.com/residents/recycle/recycling-101)
5. Don't be fooled into thinking recycling costs are a drain on taxpayers. The Minnesota Pollution Control Agency found that recycling provided \$3.4 billion in wages to Minnesotans, created 60,215 jobs and brought in \$26 billion worth of sales last year.

[www.startribune.com/recycling-s-rise-creates-bigger-economic-effect-for-minnesota-state-pollution-agency-says/367302641/](http://www.startribune.com/recycling-s-rise-creates-bigger-economic-effect-for-minnesota-state-pollution-agency-says/367302641/)

### **April Posts**

1. The new blog is all about maximizing reducing, reusing and recycling efforts to live like every day is Earth Day! Check it out for some great ideas!  
BLOG LINK
2. Get a head start on knowing what you can recycle with the Know What to Throw Guide. Make sure all of your items end up in the right place.  
[www.rethinkrecycling.com/residents/know-what-throw](http://www.rethinkrecycling.com/residents/know-what-throw)
3. Earth Day is coming up on April 22! Look for new ways to go green and take part in activities and campaigns both locally and nationally!  
[www.earthday.org/take-action/](http://www.earthday.org/take-action/)
4. Don't just recycle at home or at work, look for ways to recycle no matter where you are. Don't be afraid to ask for options if you don't see them!  
[www.rethinkrecycling.com/residents/recycle/recycling-while-away-home](http://www.rethinkrecycling.com/residents/recycle/recycling-while-away-home)
5. A recent survey showed that almost half of us toss all our items into the correct bin, with only 39 percent getting only one item wrong. The blog has tips to help your efforts!  
BLOG LINK

6. Recycle More Minnesota has information on how recycling helps the three E's: Energy, Economy and Environment.

[www.recyclemoreminnesota.org/why/](http://www.recyclemoreminnesota.org/why/)

7. Do you have documents to recycle but are worried about personal information getting out? Check out these tips on how to not recycle your identity.

[www.earth911.com/home-garden/dont-recycle-your-identity/](http://www.earth911.com/home-garden/dont-recycle-your-identity/)

8. Always be sure to clear information off of your electronics before recycling them and try to reduce the amount of E-waste you create.

[www.rethinkrecycling.com/residents/materials-name/electronics-tvs-computers](http://www.rethinkrecycling.com/residents/materials-name/electronics-tvs-computers)

9. Need more tips on how to recycle more and disclose less? Check out the blog and maximize what you recycle without letting personal information get out.

BLOG LINK

10. You probably take a lot of steps to recycle and reuse items, but what about the first R? Reduce what you acquire to have less to dispose of.

[www.rethinkrecycling.com/residents/reduce](http://www.rethinkrecycling.com/residents/reduce)

11. Need help reducing the amount of waste you create at work? Go electronic, use both sides of paper while printing or use one-sided paper as scratch paper.

[www.rethinkrecycling.com/residents/reduce/reduce-waste-work](http://www.rethinkrecycling.com/residents/reduce/reduce-waste-work)

12. There are more ways than ever to reduce with the sharing economy. Streaming, rideshare services, local bulletin boards, or using the library are all great ways to share instead of acquire.  
[www.ecocycle.org/share](http://www.ecocycle.org/share)
13. Borrow and share to reduce the amount of items you end up having to dispose of. Find some tips here!  
[www.rethinkrecycling.com/residents/reuse/borrow-and-share](http://www.rethinkrecycling.com/residents/reuse/borrow-and-share)
14. There are lots of ways to celebrate Earth Day, but there are even more ways to make the effort to live like every day is Earth Day. Find some tips in the blog.  
BLOG LINK
15. If reducing, reusing and recycling is not enough for you, check out these tips on how to live a zero waste lifestyle by adding a few more R's.  
[www.zerowastehome.com/p/tips.html](http://www.zerowastehome.com/p/tips.html)
16. Get some tips from the United States EPA on how to reduce waste at home, at school, traveling, and more.  
[www.epa.gov/recycle/reducing-waste-what-you-can-do](http://www.epa.gov/recycle/reducing-waste-what-you-can-do)
17. Find more tips and ideas on reducing waste from the Minnesota Pollution Control Agency.  
[www.pca.state.mn.us/quick-links/reducing-waste](http://www.pca.state.mn.us/quick-links/reducing-waste)

18. The blog covers a wide variety of topics and tips on how to maximize reducing, reusing and recycling to celebrate Earth Day all year long.

BLOG LINK

19. How are you celebrating Earth Day this year? Will you do something in your home or community, attend an event, make a small change to your lifestyle, or all of the above?

[www.earthday.org](http://www.earthday.org)

SUBTOPICS

20. It's a great time to start thinking about composting! There are rain barrel and compost bin sale events hosted by the Recycling Association of Minnesota coming up.

<http://recycleminnesota.org/work/compost-bins-rain-barrels/>

21. You can get your compost bin, so now get the rest of the knowledge you will need to have a successful composting program in your backyard.

[www.rethinkrecycling.com/residents/backyard-composting](http://www.rethinkrecycling.com/residents/backyard-composting)

22. May Day is coming up and is a great opportunity to use green ideas like recycled containers for flowers and using environmentally friendly decorations!

[www.wincalendar.com/May-Day](http://www.wincalendar.com/May-Day)



## Twitter

### April Fools Posts (Late March)

1. Don't be fooled! You can add a room to your recycling routine and recycle even more!  
[www.rethinkrecycling.com/residents](http://www.rethinkrecycling.com/residents)
2. Don't be fooled! Plastic bags can be recycled, but not in your curbside bin. Help by finding drop off locations.  
[www.rethinkrecycling.com/residents/materials-name/plastic-shopping-bags](http://www.rethinkrecycling.com/residents/materials-name/plastic-shopping-bags)
3. Don't be fooled! Not all cartons are recyclable. Frozen food boxes look like paper, but contain plastic fibers.  
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3. Earth Day is coming up on April 22! Look for new ways to go green and take part in activities and campaigns!

[www.earthday.org/take-action/](http://www.earthday.org/take-action/)

4. Don't just recycle at home or at work, look for ways to recycle no matter where you are. Ask for recycling options!

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