

Stop treating us  
like garbage.



Recycling is good for the environment and our local economy. Learn what you can do at home.

Join the campaign to  
raise Minnesota's  
recycling rate.

**TOOLKIT**  
AVAILABLE  
NOW!

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

With **1.3 million** tons of recyclable materials thrown away each year in Minnesota and a stagnant recycling rate, it's more important than ever to get the message out to the public that recycling needs you! The Recycle MORE Minnesota campaign will target residents with messages about why **recycling is important** for everyone in Minnesota and encourage residents to recycle MORE. With the first phase of the campaign launching this Earth Day (April 22nd) there are many ways your organization can get involved and **help promote it!**



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

### Toolkit now available

- ▶ Radio ads
- ▶ Print ads
- ▶ Web ads and clip art
- ▶ Posters and billboard ready art
- ▶ Tips for getting your message
- ▶ Articles
- ▶ Press releases
- ▶ Consistent terminology for recyclables
- ▶ Opinion & editorial articles
- ▶ Fact sheets

