

## Tips For A Successful Collection Effort

The "Recycle Here" signs are the first impression people will get, so it's important to get them noticed! First, a "Recycle Here" sign needs to be placed at the collection point. If you're a retailer, the cash register is the best place. If your business is an office, or is service/membership based, the front desk is best. Just think in terms of what area gives the most exposure to the most people, and don't be shy about bringing it to their attention. Have a box behind the counter to collect your recyclables.

A second "Recycle Here" sign placed in the front window or door can benefit some businesses or institutions by attracting people! It identifies you as a collection point, and reflects well on you. Many people are unaware of the environmental impact that cell phones and printer cartridges have in landfills. They're also unaware of the fact that they can be recycled instead of thrown away. With that in mind, imagine their response when they learn that recycling these items can also benefit the fight against pediatric cancer!

If you're in a work environment with lots of people you can also announce your collection program through your newsletter, email, or press release. Encourage participants to recycle what they use, both at work, as well as from home. Highlight the benefits to the environment, and CURE Childhood Cancer!

For your convenience we've also produced an "Announcement Flyer", suitable for distribution within the work place. You can download it from our web site from the "Downloads" page at [www.curerecycling.com](http://www.curerecycling.com).

Thanks again for your efforts and support! They're greatly appreciated!

