

Recycling
starts with
I CAN.



Cans for Cash™

City Recycling Challenge

Sponsored By:



Your city's green efforts can bring green returns.

The Cans for Cash™ City Recycling Challenge is a national contest that rewards U.S. cities for recycling aluminum beverage cans. The Challenge is sponsored by a partnership of The United States Conference of Mayors, Novelis Corporation, and Keep America Beautiful, Inc.

A total of \$70,000 will be awarded to municipalities competing in four categories:

Most cans collected

A \$5,000 award will be presented to the top four cities that collect the most recyclable aluminum beverage cans from October 1-October 31, 2009. Winning cities will be determined by the ratio of the city population to the total number of cans recycled. Receipt documentation from scrap resellers and/or third-party recycling centers will be required.

Most Innovative Ideas

The top three cities with the most innovative idea for promoting aluminum beverage can recycling will each win a \$5,000 award. Cities will submit an application form detailing their efforts and are encouraged to include sample materials created such as posters, e-mails, web pages, door hangers, photographs from events, press releases, etc.

Most Innovative Ideas for Cities Partnering with Keep America Beautiful

\$5,000 will also be awarded to the top four cities that work with their local KAB affiliate to create the most innovative ideas to promote aluminum beverage can recycling. The supporting KAB affiliates will be eligible for \$2,500. Cities will need to submit an application form detailing their efforts with KAB, and are encouraged to include sample materials created for the program.



New Category!

American Recycler Video Award

Create a recycling video to be used for the 2010 Cans for Cash campaign. Videos can be up to two minutes in length, and must focus on aluminum beverage can recycling.

There are no limits on the number of videos submitted per city. Individuals submitting videos must ensure that their city is signed up for the contest. All videos will be reviewed and the top 12 will be posted on www.cans4cash.com. During the Cans for Cash challenge, October 1-31, 2009, go online and vote for your favorite video.

The city whose video garners the most votes as a favorite will win \$5,000. In addition, any local KAB chapter involved in the conceptualization or production of a winning video will be awarded \$2,500.

Videos must be uploaded by September 15, 2009. If less than 20 videos are submitted, the sponsors reserve the right to not conduct the contest. The winning video will be announced on America Recycles Day (November 15). Please visit www.cans4cash.com for more information.

Important Dates:

Challenge Enrollment: July 1 - September 30, 2009
Can Collection Period: October 1 - October 31, 2009
Video Submission: July 1 - September 15, 2009
Results Deadline: November 27, 2009
Winners Announced: January 2010

You can sign up online at
www.cans4cash.com

Questions?

Contact Susan Jarvis at 1-202-861-6760.

**The City Recycling Challenge is free.
There are no enrollment charges or fees.**

The United States Conference of Mayors and Novelis Corporation will provide you with promotional ideas and media strategies for maximizing the resources you have available. Use these ideas as a launchpad to encourage participation from neighborhood associations, schools, charitable organizations, social groups, etc. Details will be included on a CD, or can be downloaded from www.cans4cash.com.

The awards will be presented in January at the 2010 USCM Winter Meeting in Washington, DC.



Think globally, recycle locally.

Recycling aluminum cans is much more than merely helpful to the earth. It is *imperative* for the earth. Considering that each year 50 billion aluminum cans are added to landfills, on a planet already struggling with countless environmental issues, every population center can make a significant difference by stepping up its recycling efforts.

Consider these facts:

Recycling aluminum beverage cans reduces landfills and associated costs. Selling aluminum cans to recyclers provides your city with the potential to generate additional income! Recyclable aluminum beverage cans are twenty times more valuable than typical household recyclables. The Cans for Cash™ City Recycling Challenge helps you and your residents build a green, sustainable community.

Friendly, spirited competitions

The Cans for Cash™ City Recycling Challenge brings city officials, communities and schools together. In addition to increasing citizens' awareness of recycling, the Challenge offers awards and publicity that would be invaluable assets for promoting your city.

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The United States Conference of Mayors

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