**Proposed Email Copy to Recruit America Recycle Day Event Organizers**

**Subject Line: Join the Nationwide Celebration: America Recycles Day 2017!**

Did you know that one of the biggest barriers to recycling is knowing what items can (and cannot) be recycled, as well as how to recycle those items correctly? On America Recycles Day (Nov. 15), you can help our country overcome this hurdle by hosting recycling-themed events that inform your neighbors, friends and colleagues about what should be recycled in your community.

So how can you help?

**Plan to host an America Recycles Day event.** Events can be scheduled during the weeks leading up to or on November 15. [Keep America Beautiful](http://www.kab.org) (KAB) has a wide variety of [tools and resources](http://americarecyclesday.org/toolkit) to make event organizing easy and impactful. Events range from hosting a collection event, or an educational exhibit at a local retail location to including a flyer in the local newspaper on what can be recycled. Once your event is planned, make sure you [register it](http://americarecyclesday.org/events/2016/add) so it’s officially part of the national network of America Recycles Day events!

**Take the #BeRecycled Pledge.** Invite your community to take the pledge, which is a promise to actively choose living a recycled lifestyle by committing to “Reduce. Reuse. Recycle. Buy Recycled.” in all aspects of daily life.

**Engage via social media.** Spread the word of how *you* live a recycled lifestyle in your day-to-day routine on your social channels and be sure to tag America Recycles Day on [Facebook](https://www.facebook.com/AmericaRecyclesDay/) and [Twitter](https://twitter.com/recyclesday)!

Thank you for your efforts to engage your community and increase recycling across the country.

For additional information about America Recycles Day, please contact Isaac Nicholson at 202-688-0604 or [inicholson@kab.org](mailto:inicholson@kab.org).

**Graphic for email:**

