

WHOMP! HERE IT IS!! PROJECT YOUTH RECYCLE!!!

A group of enterprising and talented youths ages 9 to 16 have proven that recycling sounds better with a beat! An entertaining and educational video is the product of a summer program entitled "PROJECT YOUTH RECYCLE" sponsored by the City of Winston-Salem's RECYCLE TODAY program and Keep Winston-Salem Beautiful, Inc.

18 young people from the East Winston Community participated in "PROJECT YOUTH RECYCLE". They spent one month learning about and exploring first hand how recycling and solid waste operations work in Winston-Salem. After seeing it "up close and personal", the kids were challenged with the task of producing a video to encourage non-recyclers to "get with the program" specifically, the Curbside Recycling Program.

THE RECYCLE RAP

The resulting video, which was written, produced and performed by the participants, is creative and effective in its message. The video includes a mock newscast by WREC-TV (Recycling, Education in the Community TV), and includes an EXCLUSIVE interview with a Garbologist who's discovered an amazing phenomena at an old landfill.

The video pokes holes in the lame excuses used by non-recyclers. The rap video uses humor and the sincerity of youth to recruit converts to the recycling crusade.

THE SHOW IS GOING ON THE ROAD

The video will be aired several times on the Winston-Salem/Forsyth County School Channel 2 during the month of December. Additionally, the video will be shown to school groups, civic organizations and visitors touring the BFI Recyclery. It's an effective tool in reinforcing the recycling message. Equally important, the video serves as an example that young people are fast learners and powerful messengers - even when the language is their very own!

This is the first year the City of Winston-Salem has sponsored PROJECT YOUTH RECYCLE and because of its success thus far, the project will likely become an annual event.

Our sincere thanks to the sponsors and participants of our premier PROJECT YOUTH RECYCLE:

SPONSORS

AT&T Video Production
BFI
City of Winston-Salem/City TV 13
The Children's Loft
Hanes Mill Road Landfill Staff
Horn & Stronach Marketing, Advertising & Public Relations
Krispy Kreme Doughnuts
Relay, Inc.
Rupert Bell Recreation Center Staff
The Urban League
Whitney Lang
WSJS Radio
WXII-TV

For more information or if you would like the video, call Keep Winston-Salem Beautiful at 727-8013.



ROUTINE RECYCLERS: THE BACKBONE OF OUR SUCCESS!

This past summer, the City's RECYCLE TODAY staff once again hit the street as green bin scouts. We wanted to measure participation rates in various neighborhoods throughout Winston-Salem.

The City gets high marks. Citywide participation stands at an impressive 75%!

Below is a list of neighborhoods achieving a 70% participation rate or higher. There are many!

Sherwood Forest	92%
Buena Vista	89%
Town & Country	85%
Ardmore	82%
West End	82%
Sandersted	78%
Salem Woods	74%
Winston Lake Estates	73%
Cedardale	73%
Carver School Road	73%
Waughtown	72%

If you would like to know how your neighborhood is doing, call the RECYCLE TODAY office at 727-8153 and we'll include you in the next survey. In the meantime, keep those cans and bottles coming!

A SWEEPING SUCCESS!

On September 18th, 260 Big Sweep volunteers collected 12,980 pounds of trash and debris from Winston-Salem waterways! 12 sites were included in the Big Sweep, which is part of a nationwide cleanup held each fall. Some of the sites cleaned and beautified by the 260 hard working volunteers included Kernersville Lake, Upper and Lower Peters Creek, Salem Creek and Salem Lake. A new site was added this year, the Tar Branch Creek near Wachovia and Poplar Streets.

The waterway cleanup is sponsored by First Citizens Bank and Keep Winston-Salem Beautiful. If you missed out on this year's Big Sweep, don't worry. We'll provide you with plenty of notice to volunteer for Big Sweep 1994!

IT'S A STEEL FOOD & BEVERAGE CANS THAT IS!

Don't forget. Your RECYCLE TODAY program accepts steel food and beverage cans. It's easy to recycle steel cans. Here's how:

- 1. Rinse cans thoroughly.** Acceptable cans include: fruit, vegetable, soup, meat, fish, pet food, juice and coffee cans. *No aerosol or paint cans, please.*
- 2. Drop the lids into the cans.** Squeeze the lid slightly to keep lid from falling out. *You don't have to remove the label, but it helps!*
- 3. Place the cans into the bin** along with other recyclables.

For more information, call 722-BINS (722-2467).

