

THEMES AND MESSAGES

Overall Theme and Slogan:

A partnership agreement with RBRC is a win, win situation for all involved by reducing waste, reclaiming materials and connecting with our nation's youth with nature by helping them get "Unplugged and Recharged."

Theme One: *The Forest Service is doing its part to reduce waste by participating in rechargeable battery and cell phone recycling.*

- The Rechargeable Battery Recycling Corporation's **Call2Recycle**® program is a result of the industry's determination to conserve natural resources and prevent rechargeable batteries from entering the solid waste stream.
- Since 1996, RBRC has **collected more than 42 million pounds of rechargeable batteries** – the equivalent weight of more than 1,800 school buses.
- The goal of the Forest Service is to place rechargeable battery and cell phone recycling boxes in all of its roughly 500 sites throughout the country. In just a few months one of the sites filled its box twice, so the potential for a significant contribution is great.

Theme Two: *The Forest Service will reduce its environmental footprint while at the same time encourage kids to get "Unplugged and Recharged." Now that's a true win, win situation.*

- Two of the priorities for the Forest Service are to improve its sustainable operations and to reach out to the nation's youth and encourage them to connect with nature; this agreement helps the agency move both priorities forward.
- The Forest Service is proud to work with the Rechargeable Battery Recycling Corporation on its *Call2Recycle* program. We are also thrilled to be supporting Boys & Girls Clubs of America through our recycling efforts.

Theme Three: *Our support of Boys & Girls Clubs of America provides an opportunity for those kids to get "Unplugged and Recharged" by disconnecting from their electronic devices and connecting with nature.*

- The Forest Service will seek opportunities to reach out to Boys & Girls Clubs and encourage those youth to connect with their natural environment.
- By encouraging young people to enjoy the outdoors and value nature, they may become the future stewards of the nation's forests, parks and public lands.