

Appendix J: Sample Press Release

FOR IMMEDIATE RELEASE

[COORDINATOR'S PHONE NUMBER]

Contact: [COORDINATOR'S NAME]

[SCHOOL NAME/DISTRICT] Implements School Waste Reduction Program

[CITY, STATE, MONTH, DAY, YEAR]—[SCHOOL NAME/DISTRICT] announced a comprehensive waste reduction program, demonstrating its commitment to conserving natural resources and protecting the environment.

Students, teachers, and the local community can benefit from a school waste reduction program. Such programs help foster a sense of personal responsibility and an appreciation for the environment at a young age. While teaching specific, easy actions students can to help achieve regional, national, and global environmental results, this program also shows students they can make a difference in the environment at home, at school, and in the community.

A new green team, comprised of [MEMBERS OF TEAM, SUCH AS PRINCIPAL, TEACHERS, JANITORIAL AND KITCHEN STAFF, AND STUDENTS] will lead the waste reduction effort at [SCHOOL NAME/DISTRICT], promoting recycling collection and waste prevention activities. The program will be implemented school-wide, including [LIST LOCATIONS, SUCH AS: CLASSROOMS, OFFICES, CAFETERIAS AND ATHLETIC FACILITIES].

Specific materials to be collected for recycling include [LIST MATERIALS, SUCH AS: HIGH-GRADE PAPER, MIXED PAPER, PLASTIC AND GLASS BOTTLES, AND ALUMINUM AND STEEL CANS]. [DESCRIBE THE PROGRAM HERE, FOR EXAMPLE: RECYCLABLES WILL BE COLLECTED BY STUDENTS, STORED ON SITE, AND PARENT VOLUNTEERS WILL TAKE RECYCLABLES TO THE MUNICIPAL RECYCLING CENTER. THE GREEN TEAM WILL ALSO PROMOTE WASTE PREVENTION BY ENCOURAGING STUDENTS AND FACULTY TO WASTE LESS PAPER THROUGH DOUBLE-SIDED COPYING AND DISTRIBUTING FEWER HANDOUTS. THE GREEN TEAM EXPECTS TO OPEN A SCHOOL SUPPLY REUSE CENTER IN THE NEAR FUTURE. ADDITIONALLY, THE SCHOOL WILL COLLECT FOOD AND YARD WASTE TO START AN ONSITE COMPOSTING PROGRAM.]

Conserving materials through waste prevention and recycling saves energy and reduces pollution, including emissions of greenhouse gases, which contribute to climate change. In addition to the numerous environmental benefits waste prevention and recycling offer, waste reduction can decrease waste management and purchasing costs. For more information on [SCHOOL NAME/DISTRICT'S] waste reduction efforts, contact [COORDINATOR'S NAME] at [PHONE NUMBER].