

**Metropolitan Washington Council of Governments****Go Recycle Campaign Overview
January 2011**

District of Columbia
Bladensburg*
Bowie
College Park
Frederick
Frederick County
Gaithersburg
Greenbelt
Montgomery County
Prince George's County
Rockville
Takoma Park
Alexandria
Arlington County
Fairfax
Fairfax County
Falls Church
Loudoun County
Manassas
Manassas Park
Prince William County

*Adjunct member

Message

Recycling is the most universally accepted green activity that Americans do every day. Studies have found that recycling contributes a significant reduction to greenhouse gas emissions in the United States and can contribute more savings if expanded. With at least 50 percent of all waste generated in the workplace, focusing on recycling at work can yield big gains for the environment.

The Metropolitan Washington Council of Governments (COG) launched the Go Recycle Campaign in an effort to empower and educate local residents to extend their home recycling practices into the workplace. Through two 60-second pre-recorded radio spots that use humor to affect behavior change and through a 15-second television commercial, the audience is directed to a Web site (www.GoRecycle.org), a Facebook page (www.facebook.com/gorecycle), and a toll-free phone number (877-GoRecycle) for more information about how to improve recycling at work. The media spots may be found under the [Resources>Media menu](#) on the www.GoRecycle.org Web site. The campaign will build on the success of COG's similar 2002-2010 campaigns.

Coverage

Local radio stations will air the spots during prime driving times from January 17-February 6, 2011. The target audience is women age 25 to 54. The \$65,000 media buy will use multiple radio stations including WASH, WHUR, WMZQ, and WIHT. Our media buyer, PRR, has secured promotional extras from the stations to increase campaign awareness. Additionally, the 15-second television commercial will air on WJLA television stations.

Sponsorship

Despite a challenging fiscal climate, Go Recycle received a record amount of support from its generous sponsors, which include the American Chemistry Council, Fairfax County, Waste Management Recycle America, the American Forest & Paper Association, SP Recycling Corporation, the City of Alexandria, Arlington County, Loudoun County, Montgomery County, Prince George's County, and Prince William County.

Contact

For questions or further information, please contact John Snarr of the Metropolitan Washington Council of Governments at jsnarr@mwkog.org or 202-962-3359.