

Wal-Mart and Metro Waste Authority Issue Challenge

Wal-Mart and Metro Waste Authority (MWA) are teaming up to create a "School Recycling Challenge" this fall – a first-ever partnership to help teach kids about our environment and promote recycling.

The program will challenge elementary school students in MWA's service area (visit www.mwatoday.com/communities.html to view those communities within that area) to recycle plastic shopping bags from Wal-Mart and other stores. In return, Wal-Mart and Metro Waste Authority will furnish a \$100 Wal-Mart gift card to each school that collects at least one large, 60-gallon collection bag full of recycled grocery bags and delivers it to their local Wal-Mart.



In addition, the top three schools who submit the most 60-gallon collection bags will win the following:

First Place: \$3,000 Wal-Mart School Room Makeover
Your local Wal-Mart Supercenter will provide \$3,000 worth of merchandise toward the refurbishing or re-stocking of any room in your school – classroom, media room, library, etc.

Second Place: \$1,500 Wal-Mart Gift Card

Third Place: \$750 Wal-Mart Gift Card

The Basics: The contest will begin on Monday, October 8th and will continue through Friday, November 9th. The winners will be announced on America Recycle's Day, Thursday, November 15th.

Schools may sign up at www.mwatoday.com/recy_challenge_form.asp from September 24th to October 1st. Forms must be received by Monday, October 1st.

Wal-Mart and Metro Waste Authority will deliver a box of program materials by Friday, October 5 to schools for distribution to participating classrooms. Each box will include:

1. Teacher instructions for the program.
2. Signs to hang up around school.
3. Flyers for students to take home explaining the program.
4. A cardboard bin for collection of the plastic shopping bags.
5. Large bags to use for lining the collection bin.

Schools are responsible for having staff, teachers or students collect the bags. A representative designated by the school must turn them into Wal-Mart stores when they are full. There are specific times and days listed on the teacher instruction sheet which can be accessed at www.mwatoday.com/documents/SchoolRecycleChallengeTeacherInstructionsFINAL.pdf.

Each week the results from each school will be posted at www.mwatoday.com/recy_challenge.asp, so schools can see their progress and the progress of other schools. For additional information, please contact Beth Shonts, MWA's business development manager, at 323-6525 or bsh@mwatoday.com.

'A' IS FOR AWARDS



Green Apple Award Winner – Joan Burns

One Iowa City teacher was nominated by three of her colleagues and chosen to receive the June 2007 *Green Apple Award*. Joan Burns, a North West Junior High French teacher, has taken a proactive approach to providing unique canvas shopping bags to many Iowa City area grocery stores through her business, Cart by Cart. This inexpensive alternative to plastic bags also reduces plastic waste in Iowa landfills, ditches and roadways. As a teacher, Joan recognizes the power of information and tools in raising awareness and helping people become productive

citizens who make good choices. Joan continues to expand her local footprint in raising awareness for all Iowans.



Since she began Cart by Cart in June 2007, Joan has provided affordable, reusable canvas bags at more than 22 Iowa stores. Clients include large Midwestern grocery chains, like Hy-Vee and

Fareway, as well as smaller stores like John's Grocery. The bags come in a variety of designs, all with the single hope that "cart by cart" we can all make the earth a healthier place for our children.

Joan is an excellent role model for her daughters, students, and colleagues, demonstrating what one individual can do to improve the environment. Joan is a committed advocate of individual responsibility and her passion, enthusiasm and tenacious contribution to this potential revolution in how people transport their groceries represent positive change and a "green" Iowa. Congratulations, Joan!

Joan was nominated by her colleagues Teri Breck, Polly Morris and Kerri Eness-Potter. To learn more about this project contact Joan via email at joan@cartbycart.com.

The *Green Apple Award* is sponsored by the Iowa Recycling Association, Green Teacher Magazine (www.greenteacher.com), L.G. Publishing (www.littleguypublishing.com), Climb Theatres (www.climb.org) and Stan Slaughter, Eco-Troubadour (www.stan.slaughter.com). Nominations are open to environmental educators in formal and non-traditional educational settings. Potential candidates include those making continuous and enduring contributions to environmental education, demonstrating a capacity for creating and implementing successful environmental activities, showing creative approaches, promoting individual and societal environmental responsibility and encouraging youth to make informed decisions about environmental issues.

Entry Guidelines

Environmental educators must work within the state of Iowa. Nominations will be accepted on an on-going basis and will be kept on file. One candidate per month will be selected for the *Green Apple Award* and an accompanying prize package. An on-line and downloadable nomination form can be found at www.iowarecycles.org or you can email your nomination directly to Shelly Codner at shelly@netins.net.