



# WHAT MORE CAN YOU DO?

America Recycles Day is November 15, 2015

## THE PROBLEM



EVERY  
**27 HOURS**

Americans consume enough bottled water to circle the entire equator with plastic bottles stacked end to end.<sup>1</sup>



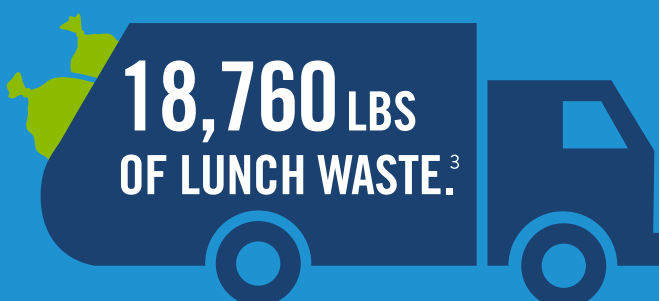
**ONLY 1/6  
OF THOSE BOTTLES ARE RECYCLED<sup>2</sup>**

On average, a school-age child using a disposable lunch generates



**67 LBS  
OF WASTE PER  
SCHOOL YEAR.<sup>3</sup>**

For just one average-size elementary school, that equates to:



**18,760 LBS  
OF LUNCH WASTE.<sup>3</sup>**



**2/3 OF PARENTS  
WITH KIDS UNDER 18**

agree that they can do more when it comes to their child's daily routine to reduce waste and help the environment.<sup>4</sup>

## THE SOLUTION



**RETHINK**

the products you purchase and what you throw away vs. recycle



**REDUCE**

the number of single serve items that you use each day



**REUSE**

water bottles and food containers in your daily routine



**REFILL**

reusable water bottles with tap water vs. bottled water

## FAMILIES CAN EASILY PLEDGE TO DO MORE



### LIMIT USE OF SINGLE SERVE DISPOSABLES

and instead, incorporate reusable water bottles and food containers into your family's daily routine. You'll save hundreds of dollars, conserve precious energy, and reduce the amount of waste sent to landfills each year.<sup>5</sup>



<sup>1</sup> Calculation assumes the water fills 16.9 fluid ounce bottles, 8 inches in height. Calculation is based on 8.4 billion gallons of bottled water consumed annually in the U.S. (23 million gallons per day) (BMC 2010); and the Earth's circumference at the equator, 24,901 miles.

<sup>2</sup> <http://kids.nationalgeographic.com/kids/stories/spacescience/water-bottle-pollution>

<sup>3</sup> <http://www.wastefreelunches.org>

<sup>4</sup> Nalgene's Consumer Survey of more than 1,000 parents of children 18 and younger.

<sup>5</sup> <http://www.banthebottle.net/bottled-water-facts>