

# Marta Keane Will County Recycling Specialist

**REO Grant – Will County Subgrant** 



# Email: Shaw Media communication

The email performed well.

199,979 emails sent to Will County

**15.10** % Total Views 30,187

**2.83** % Total Clicks 5,669

New Participants signed up for Spring Events

e understand recycling can be confusing and are sharing a poster approved by all the collection companies and counties in a joint education effort.



All curbside programs and Traditional Drop-Off Recycling sites in Will County accept:

Empty Steel and Aluminum Containers, Foli (not serap metal, wins, or chains) Newspaper, copy paper, unwanted mail, magazines, note pads, paperback books, flattened cardboard and chipboard; clean picza boses (no embedded food, no affixed plantic wrep)

Empty Glass bottles and jars (no vases, ceramic items or glassweet).

Empty Plastic Bottles, Tubs, and Jugs with lids (no loose lids, no plastic lays or furniture).

Empty Cartons such as Orange Juice and Milkle cartons, shelf ready cartons

 Plastic Bags – please take to retailers such as Berkots, Jewel/Osco. Kolf Target, Walmart and more

> ics or scrap metal – please take to FREE Will Recycling Drop-Off sites and events.





### Aug-Oct 2025

Contract with Alpha Media
Female, homeowners, Will County
Engaged the audience
Several Social Media outlets
Various sizes
A brief Reel

## Second Part: NO Bags Campaign

Generated interaction with members of the public not previously engaged

Arguments about lids, plastic recycling and the need to prevent blowing materials; responses enhanced education.





## Introducing Loop in our communities

We have been building a library of photos of Loop for use in our efforts and possible next subgrant efforts.



#### **Loop loves Empty Pizza Boxes!**



The LEFT is too contaminated. Please compost or landfill.

The RIGHT is GOOD! Please Recycle.



We are also working with Gud to incorporate Loop into our social media messages.

#### **Marta Keane**

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