



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





Aug-Oct 2025

Contract with Alpha Media

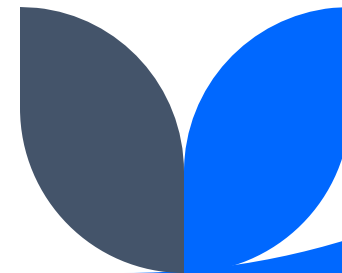
Female, homeowners, Will County

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

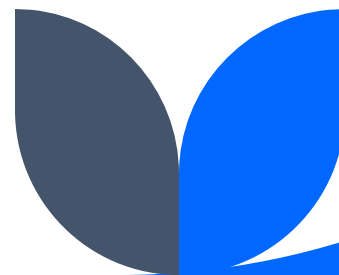
Arguments about lids, plastic recycling and the need to prevent blowing materials; responses enhanced education.





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.



Wilmington



Romeoville



Plainfield



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

Will County

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The **will** power to rethink, renew, reduce and recycle.

