FeedTheCart.org

LOVIN' LOOP

A Statewide Recycling Mascot for Illinois



A recognizable mascot. A consistent message. A stronger recycling system.

Loop — the friendly, googly-eyed recycling cart at the center of the **Feed the Cart** campaign — was created to make recycling education **clear, engaging and memorable for people of all ages**.

Making **Loop the recycling mascot of Illinois** would give communities across the state a shared, recognizable tool for recycling education — building on a model already demonstrating results in metro Chicago.

275 Municipalities united

7 Illinois counties participating

66.5+ MILLION Paid and earned media impressions

60% → 37%

Reduction in contaminated recyclables reported collectively from 10 Chicagoland communities after targeted education campaign

NRC NATIONAL RECYCLING COALITION

Recipient of the National Recycling Coalition 2026 Award for Outstanding Public Education/Outreach Program



Support Statewide Designation of Loop







Loop Can Help Illinois Turn Statewide Recycling Priorities Into Everyday Action By:

1. **Increasing recycling and landfill diversion.**

   Illinois has long sought to increase recycling and divert valuable materials from landfills. Loop gives the state a recognizable ambassador to encourage greater participation and reinforce positive recycling behaviors.

2. **Reducing contamination through consistent education.**

   Illinois has specifically identified public education and reducing contamination as statewide needs. Loop provides a proven, approachable platform for teaching residents what belongs — and what doesn't belong — in their recycling carts.

3. **Supporting equitable recycling education statewide.**

   As Illinois evaluates opportunities to expand recycling access across urban, suburban and rural communities, Loop can provide a common educational resource that communities throughout the state can adapt and use.

4. **Building public understanding and recycling confidence.**

   Providing recycling access alone won't achieve Illinois' recycling ambitions. Residents need clear information about how to participate correctly. A statewide mascot can translate complex recycling guidance into simple, recognizable and memorable messages.

5. **Getting more value from Illinois' recycling infrastructure.**

   Millions of tons of potentially recyclable packaging and paper continue to enter Illinois landfills. Better participation and lower contamination can help capture more usable material and strengthen the effectiveness of Illinois' recycling system.

Loop and the Feed the Cart campaign are **proudly supported by these partners**, and many more:

Metropolitan Mayors Caucus

pace

cta

ALDI

CHICAGOLAND SPEEDWAY

NASCAR

LRS

Clear Channel Outdoor

CHICAGO

Feed the Cart is funded wholly or in part by the United States Environmental Protection Agency under assistance agreement 84079901 to the **Metropolitan Mayors Caucus**, with collaborative support from **DuPage**, **Kane**, **McHenry**, and **Will counties**, **Solid Waste Agency of Lake County**, and the **Solid Waste Agency of Northern Cook County**.