

News Release

U of M Crookston Student Groups Plan Recycling Day on Monday, November 15, 2010

By asvec on Wednesday, November 10, 2010

"I Recycle" is the theme of the 2010 America Recycles Day (ARD), which takes place on Monday, November 15. Millions of Americans have pledged to increase their recycling habits at home and at work over the 13-year history of ARD, a nationally-recognized initiative which is organized by Keep America Beautiful and dedicated to encouraging people to recycle more at home, at work, and on the go.

University of Minnesota, Crookston student groups Crookston Students for Sustainable Development (CSSD) and the Crookston Student Association (CSA) will proudly declare "I Recycle. Do you?" on November 15 on the Crookston campus. Students across campus are encouraged to clean out desks and recycle their junk. Free shirts will be handed out to the first 100 students who are seen recycling.

CSSD and CSA are two student-run organizations that work to speak on behalf of the student body, to advocate diversity and sustainability, to build support of the community, and to improve the student experience on and off campus.

"America Recycles Day is designed to educate, motivate and inspire individuals to recycle more while encouraging their friends and families to do the same," said Keep America Beautiful President and CEO Matt McKenna. "Keep America Beautiful encourages you to participate in ARD and celebrate what can be accomplished when everyone works together to promote recycling efforts 365 days a year."

This is a great opportunity for the campus to become more involved with an already functioning program and keep the campus clean and green. To get involved, contact Greg Summers, CSA senator on recycling. Or visit www.americarecyclesday.org to find an event near you or to register your organization for an event.

America's leading companies and organizations support recycling through sponsorships and partnerships with America Recycles Day 2010: Alcoa, American Chemistry Council, Anheuser-Busch, Earth911.com, Disney's Friends for Change, Naked Juice, Nestlé Waters North America, PepsiCo and Waste Management. Partners include: Glass Packaging Institute, Soles 4 Souls, Solid Waste Association of North America and the United States Environmental Protection Agency.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of over 1,200 affiliate and participating organizations, Keep America Beautiful forms public- private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. To join America Recycles Day, visit www.americarecyclesday.org. To learn more about Keep America Beautiful, visit www.kab.org.

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2900 University Ave., Crookston, MN 56716
800-862-6466 | 218-281-6510 | umcinfo@umn.edu

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