

## WHAT DOES IT TAKE TO WIN?

- Increase your Block Club's recycling program – During the registration period, take a survey of your neighborhood – if households need recycling totes, contact 311
- Go door to door and talk to your neighbors; tell them what's at stake!
- Hand out door tags with the recycling message (city will provide door tags)
- Have a Block Club meeting

## QUESTIONS?

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[city-buffalo.com](http://city-buffalo.com)

for Let's Do This! registration

[buffalorecycles.org](http://buffalorecycles.org)

for recycling information



**EVERYONE WINS WHEN WE RECYCLE**

A Friendly Recycling Competition between  
Buffalo Neighborhood Block Clubs



MAYOR BYRON W. BROWN  
CITY OF BUFFALO  
DEPARTMENT OF PUBLIC WORKS

# LET'S LDO This!



Everyone wins when you recycle and, in Buffalo, city residents have the opportunity to win prizes for their neighborhood simply by taking part in Let's Do This! Let's Do This! is a fun and friendly recycling competition between block clubs Citywide.

To encourage recycling, Mayor Byron W. Brown and the City of Buffalo are asking each registered City of Buffalo Block Club to grow their recycling participation over a four week period. Prior to the start of the contest, Let's Do This! organizers will log the number of green recycling totes set out in each participating neighborhood Block Club during the week of June 19th.

During the contest, which runs from June 26th through July 14th, City block clubs will work with their neighbors on ways to increase recycling participation. Let's Do This! organizers will then re-measure the number of totes after the four weeks, and compare that to the original count.

**Winners will be announced in August. Prizes will be awarded for Block Club Beautification Programs, community gardening and more.**

Let's Do This! builds on Mayor Byron W. Brown's strong commitment to increase Buffalo's recycling and recovery programs. Under his leadership, the City of Buffalo switched to single stream curbside recycling in 2012, followed by the launch of 34andMore Buffalo Recycles – a public awareness campaign designed to help increase recycling rates beyond 34%, to match the national average. Since then, overall recycling rates in Buffalo have increased from 15.9% in 2012 to 27.7% in 2016.

Let's Do This! adds to the momentum, promoting Buffalo's recycling program and rewarding residents who recycle. The contest begins June 26th.

**TO PARTICIPATE, BLOCK CLUBS MUST REGISTER BY JUNE 17, 2017!**

**REGISTER TODAY AT  
[WWW.CITY-BUFFALO.COM](http://WWW.CITY-BUFFALO.COM)**

## RULES AND REGISTRATION

- Any block club registered in the City of Buffalo is eligible to compete in the contest.
- Fill out an application and "Wish List" to register your City of Buffalo Block Club
- Applications must be received by June 17, 2017
- Register Today & Win: [www.city-buffalo.com](http://www.city-buffalo.com)
- Only Green Totes that contain recyclables will be counted
- For assistance or a paper copy of the registration, please call Susan Attridge, Director of Recycling at 851-5014

## REWARDS

**GRAND PRIZE** – The Block Club that recycles the most during the contest will win a Community Recycling Event (Shredding, Tires or TV pickup) in their neighborhood AND a choice of a Community Garden Kit or a Street Planter.

**SECOND PRIZE** – The Block Club that places second in our recycling contest will win a Community Recycling Event (Shredding, Tires or TV pickup) OR a choice of a Community Garden Kit or a Street Planter.

**ALL LET'S DO THIS! PARTICIPANTS** that show an increase in recycling during the contest will receive ten (10) items from their "Wish List" including garden tools, mulch and bulbs. They will also receive a 34andMore Buffalo Recycles street sign!

