



Dear Principal,

We have partnered with the Can Manufacturers Institute (CMI), Grounds Krewe and EMR Recycling to send you “The Girl Who Recycled One Million Cans” as part of an initiative with the City of New Orleans called “Recycle Dat!” which is focused on recycling during Mardi Gras.

We would love to make your students and their families aware of this effort and help them learn the value of recycling and we think this book could help. We believe that if teachers could read this book to their classes, have the students do some of the activities on our website and send the following flyer home with parents, many additional beads and aluminum beverage cans can be recycled.

**Recycle cans for charity.** Proceeds from the used aluminum beverage cans recycled at “Recycle Dat!” will be doubled by CMI and benefit: Coalition to Restore Coastal Louisiana, Louisiana SPCA, and New Orleans Area Habitat for Humanity. You can find more info on when and where cans be dropped off during Mardi Gras for charity at <https://ready.nola.gov/mardi-gras/recycling>



**Recycle cans for your school.** Or, students could *earn funds for your school* by having an Aluminum Beverage Can Recycling Drive at your school. Rally students to gather cans from family and friends and bring them to school. Then recruit some volunteers to take the collected cans to **EMR Recycling Mid City** (2525 Lafitte Street, New Orleans, Louisiana 70119). As part of this initiative, CMI will match the market rate that EMR pays for used beverage cans brought to them between February 10-25.

We’ve created a page where you can find resources, including recycling curriculum, classroom activities, a flyer for parents that you can edit and information to run a recycling drive. Learn more at <https://kids.scrapuniversity.com/mardigras/>.

Please reach out to me if you have any questions. Have a great day! :)

Jessica Alexanderson  
President of Scrap University Kids Division  
Jess@scrapuniversity.com



Dear Families,

Today your student learned about Recycling in class. Mardi Gras parades produce as much as 2.5 million pounds of landfill bound street waste in just 11 days. We are joining with the city of New Orleans in the “Recycle Dat!” campaign to help reduce waste at Mardi Gras.

**Recycle Dat!** Recycling volunteers will be distributing free recycling bags for Mardi Gras beads along the Uptown parade route on St. Charles Avenue from Napoleon Avenue to Poydras Avenue during the Uptown day parades on February 11th, 12th, 18th, and 19th. There will be “Recycling Hubs” and “Can Stations” where you can bring your used beads and aluminum beverage cans.



#### RECYCLE ALUMINUM BEVERAGE CANS TO:

**Donate cans for charity:** You can help reduce some of that waste by recycling aluminum beverage cans. All of the proceeds from the aluminum beverage cans collected at the “Can Stations” during the weekend day parades (2/11-12 & 2/18-19) will go toward these worthy charities and be matched by the Can Manufacturers Institute (CMI):



**Donate cans to your school:** If your school is hosting a can drive, you can help your school by gathering cans and bringing them to your school’s can drive. As part of the **ERM Recycling** (2525 Lafitte St, New Orleans, LA 70119), CMI will be doubling the payout during February 10-25, 2023.

**Earn extra income:** If your school is not hosting a can drive, you can earn the money for yourself. Collect cans from family and friends and take them to **ERM Recycling** (2525 Lafitte St, New Orleans, LA 70119) and CMI will match the market rate that EMR pays for used beverage cans brought to them between February 10-25

Learn more at <https://kids.scrapuniversity.com/mardigras/>. Let me know if you have any questions. Have a great day! :)

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Go here to learn more:  
<https://ready.nola.gov/mardi-gras/recycling/>

**Donate cans to your school:**  
**We are hosting a can drive to raise funds for \_\_\_\_\_.** You can help your school by gathering cans and bringing them to the \_\_\_\_\_ (location) between February 10-25, 2023.

Sincerely,  
Principal or Recycling Effort Lead



**[Name of School]**  
**Aluminum Beverage Can Drive**

**Help us raise money by bringing in your  
used aluminum beverage cans!**

Gather used aluminum beverage cans from your  
friends and family and bring them to school

Dates: \_\_\_\_\_

Location: \_\_\_\_\_