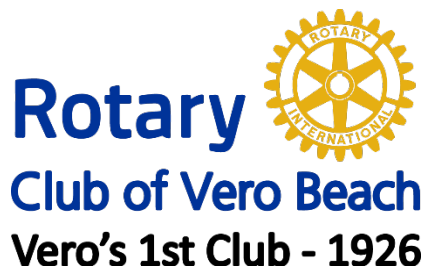


November 2019



AN EXCITING OPPORTUNITY FOR ENVIRONMENTALLY CONSCIOUS BUSINESSES IN IRC
Will You Sign-On To Purchase and Start Using a Commercial Plastic Recycling Receptacle?

- To Support:** Commercial Plastic Recycling in Indian River County (Keeping Plastic Out of the Landfill)
- Pilot Project #3:** Seeking 30 Businesses to Divert approx. 60 tons of Plastic away from the IRC Landfill annually (\$200 Donation Suggested from Participants to Cover the Cost of each Recycling Receptacle)
- Partnership:** Any Business in IRC, the IRC Recycling District, and the Rotary Club of Vero Beach
- Tax Deductible:** Checks made payable to *Vero Beach Rotary Charities Foundation*, the 501(c)3 entity of the Rotary Club of Vero Beach – with proceeds earmarked specifically for this Commercial Recycling Project
- Name Recognition:** The Rotary Club of Vero Beach will be undertaking extensive multi-media marketing of this Project (social media via Facebook and the Club’s website, as well as ongoing press coverage in IRC)

We Can Make a Huge Difference in the Environment – WITH YOUR HELP!

AN EXAMPLE OF WHAT ONE IRC BUSINESS HAS DONE: Polo/Ralph Lauren

A Large Film Recycling Receptacle is situated at their VB Outlet Store Retail Location
[Nine 50 lb bags (450 lbs) of plastic film/wrap were collected in only 6 weeks. Annual Potential Collection for just ONE LOCATION is approx. 4,000 lbs (2 tons) of plastic – which will no longer be disposed of in the landfill]

Tremendous Potential:

In this next phase, the Rotary Club of Vero Beach (<https://www.rotaryofverobeach.com/>) is committed to identifying at least 30 new businesses located in Indian River County to participate in this Partnership

120,000 lbs (60 tons) of commercial plastic could be diverted every year from the IRC Landfill – if 29 other businesses mimic Polo/Ralph Lauren *[4,000 lbs x 30 IRC businesses = 120,000 lbs (2,000 lbs per ton)]*

Cost Estimates:

One (1) Large Plastic Film Receptacle	\$ 125
Accompanying Box of Vented Recycling Bags	\$ 50
Associated Shipping Costs	\$ 25
Subtotal Cost for Each Business Participant	\$ 200

Estimated Total Costs for 30 IRC Businesses $\frac{\times 30}{\text{IRC Businesses}}$ **\$ 6,000**

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