

ENVIRONMENTAL PROGRAMS

# NEWS RELEASE



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COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS

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## FOR IMMEDIATE RELEASE

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## **County of Los Angeles Department of Public Works “saves the day” bringing the Recycling Message into Neighborhoods**

Pow! Zap! Bam! The County of Los Angeles Department of Public Works has created new point of purchase displays featuring “superhero kids” saving the day by recycling. Starting in May, the County will distribute these new materials via “narrowcasting,” a new approach that targets very specific market areas in unincorporated Los Angeles County neighborhoods. To bring home the household waste recycling message, this program carefully places the displays in busy neighborhood activity centers including restaurants, retail outlets, banks and recreational facilities.

Each of the displays incorporates a “superhero” poster plus a small brochure that features an updated list of recyclable materials. The displays and handout materials also feature the County’s recycling phone number, 1(888) CLEAN LA and website [www.888CleanLA.com](http://www.888CleanLA.com) where in-depth information can be found.

“We’ve found that many people are not aware of how many types of materials can be recycled, but when they find out they are very likely to add new materials to their recyclables. The biggest problem is keeping residents up to date on how many options they have,” said Robert C. Barker, Senior Civil Engineer at the County of Los Angeles Department of Public Works. “The County has come a long way from just recycling newspapers, some plastics, glass and aluminum to a much wider array of materials including all plastics #1 and #2, junk mail, telephone books, computer paper, green waste, cardboard and more. The young, superhero

images appeal to kids and adults alike, making it an effective way to get the message out to as many residents as possible.”

The program will allow the County to place complete lists of what can be recycled, and how, into the hands of targeted markets. The focus of this phase of the program is on community markets that may not be as exposed to traditional media as others. The posters will feature the headline “Save the Day! Recycle!” The campaign themeline “Get Carried Away” appears on the pint-sized superhero T-shirts.

Displays will be placed in at least 225 locations for a period of 30 weeks with the take-one materials being replaced on a regular basis.

The program is part of the County’s multi-year “Get Carried Away” campaign, which has resulted in steadily increasing amounts of household waste being recycled and recyclable materials being purchased. The campaign complements other County environmental campaigns including used oil recycling, household hazardous waste and electronic collections, and stormwater pollution prevention.

“We see this narrowcasting program as the next step in a program we already consider highly successful in terms of conserving natural resources and protecting the environment,” said Barker. “After all, ‘making the world a better place’ is what superheroes do.”

**## END ##**