



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 231-2013

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LETTER TO COMMISSION

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TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jimmy Morales, City Manager

DATE: July 5, 2013

SUBJECT: Recycling Education and Outreach Campaign Giveaways

This Letter to Commission is provided to inform you of the upcoming giveaways that the City will be conducting as part of our recycling education and outreach campaign.

On July 6 and 7, Miami Beach Publix Super Markets, in partnership with Coca-Cola, will be promoting our recycling campaign inside their local stores and giving away our reusable recycling campaign tote bags with the purchase of any Coca-Cola product. The bags include information on our recycling program requirements and a list of items that can and cannot be recycled.

Residents are encouraged to make their pledge to recycle on our recycling webpage (www.miamibeachfl.gov/recycle). The first 25 people to submit their recycling pledge will receive an up-cycled T-shirt. Additionally, residents who pledge before August 15 are entered into a drawing to win free college football tickets to watch the University of Miami Hurricanes take on their Florida rival on September 7, 2013. All prizes have been provided as a courtesy by Coca-Cola, the City's official recycling partner.

This promotion is the latest initiative of the City's recycling education and outreach campaign, a continuous effort to improve community awareness of our recycling ordinance and our goal to increase the amount of waste diverted from landfills.

If you have any suggestions or need additional information, please feel free to contact Betsy Wheaton, Environmental Resources Manager, at ewheaton@miamibeachfl.gov.

JJC

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