

2003 Annual Report

roadside litter causes wild animals that come to the roadside. The Council distributed litter/recycling newsletters to all 5th and 6th grade students. Each year the Council sponsors the Fairfax County Earth Day/Arbor Day celebration and participates in Fall for Fairfax and Celebrate Fairfax. Additionally, the Council sponsors two countywide cleanups (spring and fall) which involved 20,000 volunteers.

During 2003, SWMP kicked off a new recycling awareness program featuring the Recycle Guys. The Recycle Guys are seven characters that have been used widely by local governments throughout the country to promote recycling. Roll out activities included a contest to name the recycle guys, extensive press releases resulting in three articles in the Washington Post and local papers and an appearance by the Guys at our America Recycles Day/volunteer recognition event in November.



Figure 24. The Recycle Guys—the mascots of Fairfax County’s Recycling Program. (Picture courtesy of SWMP) The Recycle Guys appear courtesy of the S.C. Department of Health and Environmental Control’s Office of Solid Waste Reduction and Recycling.

Also, new this year, was SWMP’s participation in the NIKE Reuse A Shoe program which collects used athletic shoes to be recycled into new surfaces for playgrounds and athletic fields. Through the Reuse A Shoe program, SWMP has initiated partnerships with 40 organizations including schools, youth groups, community service groups and businesses. Events promoting Reuse A Shoe included collection bins at Fairfax County RECenters, a Reuse A Shoe 1K ramble at Earth Day Arbor Day, and collections at various fairs and festivals during the year.

The SWMP continued its innovative and productive partnership with ServiceSource to recycle used computers. ServiceSource is a non profit group that employs people with disabilities to disassemble and recycle computers. The program has co-sponsored and advertised several community collection events in partnership with nearly a dozen schools, businesses, and non profit organizations. Advertisements were placed on the radio, on cable TV, and in local newspapers. Over the course of the partnership, nearly 350 tons of computers have been recycled at Fairfax County events. The partnership was recognized with a NACO award and selected as a finalist for a Northern Virginia Leadership Award.



Figure 25. Computer Recycling in partnership with ServiceSource. (Photo courtesy of SWMP)

SWMP staff made presentations and sent information to community groups and schools. Citizens were able to learn more about recycling at booths at various community fairs and festivals including Celebrate