



‘34andMORE BUFFALO RECYCLES’

After many months in development, Mayor Byron W. Brown and the City of Buffalo launched the ‘34andMore Buffalo Recycles’ initiative. Mayor Brown first unveiled the campaign strategy on Earth Day, 2015 and in August launched the city’s first ever outdoor advertising campaign aimed at encouraging city residents and visitors to keep recycling. This campaign, funded by a Recycling Education Grant given to the city as part of its contract with Republic Services and the New York State Department of Environmental Conservation grant, is part of a comprehensive recycling marketing plan put together by Block Club, Inc. It’s designed to help the City of Buffalo increase its recycling rate beyond the national recycling rate of 34%.

Colorful posters with simple messages have been placed on billboards, bus shelters and in various publications. Through a series of simple illustrations and basic 7-to-9 word messaging, the 34andMore campaign informs the public of small decisions they can make every day to support recycling in Buffalo, along with the city’s wide range of recycling programs. The series of messages are engaging and informative. Featured slogans include:

- It couldn't be easier
- Yes, you can recycle your pizza box
- Recycle number 1 through 7
- Throw out your takeout
- Think twice about plastic bags



At the same time, a new recycling website makes its debut, along with a social media campaign, that asks the question “Can I recycle this?”

www.buffalorecycles.org

Twitter – recyclebuffalo

Facebook – buffalorecycles

Instagram – recyclebuffalo

The City also recently initiated a “guerilla marketing” program utilizing sidewalk chalk stenciling on sidewalks throughout the city.



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