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The Mattress Recycling Council (MRC) is a non-profit organization formed by the bedding industry to operate the Bye Bye Mattress recycling program in states that have enacted mattress recycling laws—California, Connecticut and Rhode Island.

**The goal of the Mattress Recycling Council is to:**
- Increase mattress recycling in order to reduce the impact of illegally dumped mattresses
- Minimize recycling costs for consumers and governments
- Educate consumers and other stakeholders about the mattress recycling process
- Implement the Bye Bye Mattress recycling program efficiently
- Help develop market uses for recycled materials

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Fiber is reprocessed and used to create filters for industrial equipment.

Mattress springs are valuable steel that is melted and remade into any number of products.

Wood can be used to make mulch.

Mattress foam is processed into carpet underlay.
Find a Recycling Location Near You
Hundreds of cities, towns, retailers and recyclers have signed up to participate in the Bye Bye Mattress program across Connecticut, California and Rhode Island. The best place to find a location for recycling is to visit:

ByeByeMattress.com/find-a-facility/

Contact Information
If you are working with local media, need materials or are creating your own collection event, please contact us for more information.

Marketing & Communications Department
info@mattressrecyclingcouncil.org
1-855-229-1691

All media inquiries should be directed to Amanda Wall, Marketing & Communications Manager.
The consistent use of the Bye Bye Mattress logo is of the upmost importance as it enhances public awareness and recognition of our efforts. Vertical and horizontal options are available.

To request Bye Bye Mattress logos, contact info@byebyemattress.com

**Basic usage rules:**

- Do not alter the logo in any way.
- Do not separate the wordmark (Bye Bye Mattress) from the graphic element (mattress with wings) or remove the registration symbol (®).
- Take care to keep the correct proportion of the logo when placing it in a document. If you are using a Microsoft Office program, to ensure the logo is not stretched out of proportion, always use the SHIFT button when dragging the corner of the logo image to make it smaller or larger.
- Do not change the colors used in the logo.
- Horizontal logo should be no smaller than 3 inches wide
- Vertical logo should be no smaller than 1.5 inches wide.

**Specs:**

The font used in the logo is Gotham. Name and tagline are 100% black. The light blue color of the mattress is:

- **CMYK** = 30 5 0 0
- **RGB** = 172 214 242
- **HEX** = ACD6F2
LOGO USAGE:
BADGE OF AFFILIATION

We have created a badge of affiliation that any and all collections sites can use to signify that they proudly participate in the Bye Bye Mattress program. You may use this logo on your business cards, brochures, marketing/advertising pieces, signage, store windows and any other customer-facing communication.

To request this artwork, email info@mattressrecyclingcouncil.org
The recycling locator assists nearly 12,500 users each month. Once your event is established, we ask that you review and approve your listing. You can request updates or changes at any time via our online form. Listings include the following information:

- Site name
- Site address
- Event day and hours
- Unit limit
- Contact information for general public use
- Website
- Residency restrictions (yes/no)
- Gate fees (yes/no)
- Services (free for resident drop-off, free for business drop-off, curbside pick-up available, etc.)
- Any additional information

Subscribe to MRC Monthly Highlights to be notified of any enhancements or changes we make to our locator or listings MattressRecyclingCouncil.org/contact-us/
CUSTOMIZABLE PROMOTION MATERIALS

We have provided several materials to help you promote and execute your special collection event.

- Media Alert/Press Release
- Newspaper Ads
- Signage
- Social Media
- Flyers
- Radio Spots
- Direct Mail

**Media Alert/Press Release**

To announce your collection event details to your local media, it is best to send a media alert. Following this template will ensure you’ve included all the relevant information for print, broadcast and online media. Download template in Word here or visit [MattressRecyclingCouncil.org/Resources](http://MattressRecyclingCouncil.org/Resources)

If you are a city-owned or corporate entity, you should seek guidance from your communications department (or press contact) before proceeding. They may already have a media alert template and be willing to contact media for you.

You can always ask MRC for assistance, but if you are going to distribute the media alert on your own, it’s best to follow these practices:

- **Target the right contacts.**
  - For print and online, look for calendar or local news editors.
  - For broadcast, send to the news desk or news assignment manager (weekend news may have separate contacts).
  - If in doubt, just contact the media outlet and ask.

- **Time your distribution correctly and follow up.**
  - Send your alert at least 2 weeks prior to your event, and again the day or two before.
  - To be considered for weekend news, you’ll want to send a reminder to your contacts again on Friday morning.

- **Be mindful of deadlines.**
  - Community calendar columns or publications that don’t print daily may need several weeks’ notice.
  - Send to TV and radio early morning or mid-afternoon. Don’t send during newscasts.

If media contacts you, please immediately inform Amanda Wall awall@mattressrecyclingcouncil.org. Any questions about Bye Bye Mattress, MRC or the law should only be answered by MRC.
CUSTOMIZABLE
PROMOTION MATERIALS

**Flyer**

This flyer can be customized to include your organization’s logo. It’s typically provided in 8.5”x11” but other sizes may be available on request.

Please **fill out this form** if you are in need of a flyer and we will work with you to customize it.

**Newspaper Ads**

We have created full page ads like the one to the left to promote collection sites. However, the size you need will depend on the media outlet and budget. On a case-by-case basis we will consider purchasing or sharing the cost of an ad.

Please **fill out this form** if you are in need of a print ad and we will work with you to customize it.

**Direct Mail**

We can design, print and mail a 5x7 postcard in your community. The template is dual language English/Spanish. Provide us a mailing list (or provide it to our mailhouse to keep recipient information confidential) or we can purchase a mailing list.
Radio Spots
Radio spots are either :15, :30 or :60. The length of your spot and frequency it is played depends on your budget. On a case-by-case basis we will consider purchasing or sharing the cost of a spot. Please fill out this form if you are in need of a radio ad and we will work with you to customize it.

To download a sample script in Word click here or visit MattressRecyclingCouncil.org/Resources

Online Content
Spreading the word to residents through e-newsletters, online articles or webpage listings is easy with this state-specific pre-written content.

To download the content in Word click here or visit MattressRecyclingCouncil.org/Resources

Event Day Signage
To help make your event site and container easily identifiable, we’ve produced a signage kit with various event marking and way finding signage options. Typically, the recycler brings the kit when your container is delivered to your event site (or your Program Coordinator may deliver it). In some cases, MRC may arrange for a kit to be shipped directly to the event site.

The included kit contains: (1) vinyl banner, (2) sandwich boards, and (4) yard signs. See the next page for examples and more details about the use of each item.

If you’d like to have the kit sooner than your container delivery day, contact your Program Coordinator or MRC’s Marketing and Communications Department for assistance (info@mattressrecyclingcouncil.org or 1-855-229-1691).
CUSTOMIZABLE PROMOTION MATERIALS

**Banners:**
3’ x 5’ vinyl material with grommets
Use zip ties, ropes or hooks to hang the banner from tents, fences, the container, trees, etc. Grommets line the banner to make it very versatile. The vinyl material holds up well in wind and can be easily cleaned.

**Sandwich Board Signs:**
24” x 36”
These durable signs are easy to prop up on corners, at entrances or the side of the road. The arrow is optional to use. It is affixed with Velcro and can be pointed left or right or removed.

**Yard Sign:**
18” x 24”
These must be staked in the ground. It is not recommended that these be used on windy days or in areas with fast moving traffic. Signs are printed on the front and back. Two of the four signs provided in the kit will have arrows (right facing arrow on one side, left facing arrow on the other). The other two signs will have no arrow.

If your kit has missing or damaged pieces, please contact both your MRC Program Coordinator and MRC’s Marketing & Communications Department (info@mattressrecyclingcouncil.org or 1-855-229-1691).
CUSTOMIZABLE PROMOTION MATERIALS

Social Media
Join the conversation on Twitter and Facebook by using the following hashtags and handles/tags.

Hashtag: #ByeByeMattress
Twitter/Facebook: @ByeByeMattress

Customize these pre-written posts and you’re ready to start promoting your event.

**Promoting Your Event:**
Don’t dump your mattress. Recycle it for free at our community collection event. On [date] at [location]. The foam, springs, fibers and wood can become amazing new products! Learn more at @ByeByeMattress.

**Day Before Your Event:**
Tomorrow, we’ll be collecting used mattresses for FREE! Come by [location] and drop yours off - it will be recycled into lots of new, useful materials! @ByeByeMattress

**Day Of Event:**
We’re at [location] collecting used mattresses for free to recycle through the @ByeByeMattress program. Come stop by! [include event photo]
MRC offers seasonal-themed images for use on websites or social media. All material is to be used exactly as it is found online without being changed in any way. Visit ByeByeMattress.com/Media-Center.
The 2018 Public Service Announcement discourages illegal dumping and raises awareness of using ByeByeMattress.com to find free, responsible options for disposing of a mattress. Ask your local television stations to use our Public Service Announcement. Radio and outdoor options are coming in 2019.

All material is to be used exactly as it is found online without being changed in any way. Visit ByeByeMattress.com/Media-Center

Once per year, we accept requests for creating a co-branded video spot that you may use in your own communication channels (social media, website, public access channel, presentations). MRC alerts all collection site contacts when the request period opens and publishes the announcement in the MRC Monthly Highlights. Sign up for MRC's mailing list to receive these notices.
Community Outreach

There are several widely recognized annual environmental and recycling focused events that you should consider taking advantage of to remind your community about your site and services.

• Great American Clean Up (First Day of Spring)
• Earth Day (April 22)
• America Recycles Day (November 15)

If you organize a festival, open house or similar community gathering, MRC can provide a consumer education booth or provide everything you need to collect mattresses at these events.

Consumer Education Booth

Booth visitors are invited to play a stacking tower game that educates them about how to recycle a mattress for free, which components are recyclable, and other benefits of the Program. Optional add-ons include a dry erase kiosk with a matching game and maze, and an iPad game. The tent requires a 10x10 space (10x20 with add-ons included).

Please invite us to be part of your community events and tell us about your sponsorship and exhibiting opportunities. Send event information to info@mattressrecyclingcouncil.org or mail packets to:
Mattress Recycling Council Marketing Department, 501 Wythe Street, Alexandria, VA 22314.

If you’d like to have mattresses collected at these events, talk to your Program Coordinator about a special one-day collection event. They can arrange for a container, labor and recycling. 60-days’ notice required.