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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

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.
ABOUT THE PROGRAM

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.
LOGO USAGE

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
EXPLAINING OUR PROGRAM TO YOUR RESIDENTS

Please share this document with anyone who takes questions from the public. You may copy or distribute this for your INTERNAL use only.

Can I drop-off my mattress/box spring for free?
Yes, we are a participating collection site. We will accept up to ______ units for free.
Optional elaboration:
A gate fee may apply if your mattresses are brought in with other waste.

I didn't buy a mattress recently, can I still drop-off or recycle it for free?
Yes, any mattress no matter when it was purchased is now eligible for free drop-off or recycling.
Optional elaboration:
A gate fee may apply if your mattresses are brought in with other waste.

Will MRC or Bye Bye Mattress pick up my mattress/box spring for me?
No, the Mattress Recycling Council’s Bye Bye Mattress Program is a network of collection points and recyclers. It does not provide curbside pick-up for individuals.
Optional elaboration:
However, our city/county/business does provide curbside pick-up for residents. Explain your curbside program policies.

Can I drop-off other bedding related items for free too?
No, only mattresses and box springs are accepted. Futons, sofa beds, crib mattresses, air mattresses and car beds along with other sleep related items are not eligible. A full list is available at ByeByeMattress.com.

What is the Bye Bye Mattress program?
Bye Bye Mattress is a mattress recycling program operating in California, Connecticut and Rhode Island. Established by law and operated by the nonprofit Mattress Recycling Council, the Program uses a recycling fee collected on each mattress and box spring sold to collect, transport and recycle used mattresses. It’s also helping combat illegal dumping.

Visit ByeByeMattress.com to learn more or contact 1-855-700-9973.

Who is the Mattress Recycling Council?
The Mattress Recycling Council is a nonprofit organization created by the mattress industry that operates a mattress recycling program in states that have passed mattress recycling laws.
It’s accountable to CalRecycle in California, DEEP in Connecticut and RIRRC in Rhode Island.
Visit ByeByeMattress.com to learn more or contact 1-855-700-9973.
The recycling locator assists nearly 12,500 users each month. Once your site 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
- Hours of operation
- 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

Use these items to promote your collection site to your community:

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

Press Release
To announce your collection site details to your local media, it is best to send a press release. 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.

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 Press Release 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 spot.

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
CUSTOMIZABLE PROMOTION MATERIALS

Signage
Upon joining the Program, MRC provides signage to make your drop-off area and container easily identifiable. Work with your Program Coordinator to determine the quantity and type of signs your site needs. Your Program Coordinator will submit your signage request. The following signs are options we typically offer.

Signage Option 1:

![Signage Option 1 Image]

Program Details

Signage Option 2:

![Signage Option 2 Image]

Stack Neatly

Signage Option 3:

![Signage Option 3 Image]

Collection Site

Signage Option 4:

![Signage Option 4 Image]

No Dumping

Replacement for stolen or damaged signs will be considered on a case-by-case basis. Please contact both your Program Coordinator and Marketing Department (info@mattressrecyclingcouncil.org or 1-855-229-1691).
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.

**Facebook**

We are proud to be a @ByeByeMattress collection site! As of [date], we’ll accept your mattresses and box springs for free and recycle them. Find out more: [website/link for your facility]

Thanks to @ByeByeMattress Recycling Program, we are diverting mattresses and box springs from landfills and deterring illegal dumping. [State] residents can drop off these items at our facility for free! [website/link for your facility]

Your used mattress and box spring can have a better life. Let @ByeByeMattress recycle them. Drop them off for free at our facility: [website/link for your facility]

Say @ByeByeMattress and hello recycling! Drop off your used mattress or box spring for free at our facility, and let it become something new such as carpet padding, insulation or mulch: [website/link for your facility]

**Twitter**

We are proud to be a @ByeByeMattress collection site. Mattresses and box springs accepted free and recycled starting [date]

Mattresses and box springs can be dropped off at no cost at our facility and are recycled thru @ByeByeMattress: [short link for your website]

Stop by [location] today! We’re collecting used mattresses for free. They’ll be recycled through @ByeByeMattress.
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 anyway. 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.