COLLECTION EVENT PROMOTION TOOLKIT

PUBLISHED MAY 2021
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The Mattress Recycling Council (MRC) is a nonprofit organization formed by the mattress industry to operate the Bye Bye Mattress recycling program in states that have enacted mattress recycling laws—California, Connecticut and Rhode Island.

**Did you know?**

- The program is made possible by a recycling fee that is collected when mattresses and box springs are sold.
- MRC uses the fee to establish a network of free collection sites and events. It may also be receiving mattresses from participating retailers and municipal curbside programs.
- Local businesses like hotels, universities and hospitals can use the program too.
- 75% or more of a mattress’ components can be recycled. Materials such as the steel, foam, fiber and wood can be made into many other useful products.
- Any mattress, no matter when it was purchased, is eligible for no-cost recycling — assuming it is not damaged, heavily soiled or posing other health or safety risks.

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**Fiber is reprocessed and used in various types of insulation applications.**

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

**Mattress foam is processed into carpet underlay.**

**Wood can be used to make mulch.**
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@byebyemattress.com
1-855-494-8400

All media inquiries should be directed to Amanda Wall, Director of Marketing
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@byebyemattress.com
Recycling Locator

The recycling locator receives over 14,000 visits 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:

- Event site
- 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, etc.)
- Any additional information

Subscribe to MRC Highlights to be notified of any enhancements or changes we make to our locator or listings MattressRecyclingCouncil.org/subscribe/

Bulky Item Directory

The Bulky Item Directory lists jurisdictions that offer curbside pick-up of bulky items to its residents. It is not required that the mattresses collected through this method be recycled with the program, however those that do will carry a special designation.

The directory is separate from a locator listing. You will be able to review and approve your listing and can request updates or changes at any time via our online form.
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 1-855-494-8400).
**Event Day Signage**

**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@byebymattress.com or 1-855-494-8400).
We have provided several materials to help you promote and execute your special collection event.

- Media Alert
- Flyer
- Local Advertising
- Event Day Signage
- Online Content
- Social Media

**Media Alert**

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 here.](#)

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**

**Flyers**

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.

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**Community-wide FREE mattress recycling collection event!**

**What:** Colusa County Collection Events
**When:** Every Saturday in March
3/7, 3/14, 3/21, 3/28
8:00 a.m. – 2:00 p.m.
**Where:** Colusa County Road Department
5714 E Street
Williams, CA 95987
Colusa County residents only
Drop off limit of 4 units per vehicle
Mattresses, box springs, and futon mattresses are accepted. No futon frames or bases.

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**Local Advertising**

We are open to discussing local advertising of your event. The most popular items requested are newspaper ads, radio spots or a direct mail piece. On a case-by-case basis we will consider fully providing or sharing the cost of an ad campaign. Please inquire with info@byebyemattress.com.

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**Newspaper Ad**

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**Flyer**

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

Twitter/Facebook: @ByeByeMattress      Hashtag: #ByeByeMattress

We post all mattress collection events on our Bye Bye Mattress Facebook page and can tag your organization’s Facebook page in that event post. On a case-by-case basis we will consider boosting that post to your target area. If you’ve already created a Facebook event post, please consider adding us as a co-host or tag us!

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

**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.

What happens to your mattress after you drop it off with us? It gets cut open and separated into steel, wood, foam and fiber. Those materials then get #recycled into many other useful products! [ByeByeMattress.com/Why-Recycle]

**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]

**Post Event:**
It was great seeing everyone that dropped off their used mattress with us this past [day of event] at our community collection event. Thanks to @ByeByeMattress it will get recycled into many other useful products!

**Promoting Your Event:**
We’re collecting used mattresses and box springs for free! And @ByeByeMattress will recycle it. [Date, location, link]

Watch the journey your old mattress takes to become new useful products and #recycle your old mattress at our event with @ByeByeMattress [journey of a mattress video: http://bit.ly/JourMatt]

**Day Before Your Event:**
Don’t forget to bring your used mattress tomorrow to [location]. @ByeByeMattress Program will take it for free and recycle it.

**Day Of Event:**
Stop by [location] today! We’re collecting used mattresses for free. They’ll be recycled through @ByeByeMattress. [include event photo]

**Post Event:**
What a great turnout at our @ByeByeMattress community collection event this past weekend! Thank you to everyone that stopped by.

Mattresses are cut open and separated into steel, wood, foam, and fiber. These materials are #recycled and made into many other useful products thanks to @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. To request these items contact info@byebyemattress.com.
The #StopIllegalDumping Public Service Announcement discourages illegal dumping and raises awareness of using ByeByeMattress.com to find free, responsible options for disposing of a mattress. In use since 2018 at approximately 100 media outlets, it has received over 3 million impressions. Ask your local media to use our Public Service Announcement. Spanish radio and television versions are also available.

All material is to be used exactly as it is found online without being changed. Visit ByeByeMattress.com/Media-Center
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@byebyemattress.com](mailto:info@byebyemattress.com)

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.