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**About the Program**

**Mattress Recycling Council**
The Mattress Recycling Council (MRC) is a nonprofit 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.

In each of these states households and businesses now have no-cost options to recycle mattresses. Businesses may recycle by dropping off units directly at a participating recycler or commercial volume site or by arranging transportation through MRC.

Households may directly recycle through a participating recycler, local collection site or event; or indirectly through a participating residential bulky item curbside collection program or a participating retailer that takes back old units when delivering new ones.

Bye Bye Mattress is made possible by a recycling fee that is collected when consumers purchase a mattress or box spring. Fees vary by state and each state's fee funds that state's program. The fee is primarily used to establish collection sites and events, transport mattresses from those sites to recyclers and cover the cost to disassemble the mattresses. Portions of the fee are also used for combating illegal dumping, researching improvements to the recycling process and identifying new uses for materials, as well as conducting public education and outreach.

**Commercial Recycling Information:**

**Contact Information:**
If you are creating marketing or publicity materials that use our logo, name or information, please send a copy for our review. You may also request logos, photos or assistance with fact checking by contacting:

Marketing & Communications Department  
info@byebyemattress.com  
1-855-229-1691

All media inquiries should be directed to Amanda Wall, Manager of Consumer Communications, awall@mattressrecyclingcouncil.org or 571-482-5431.
PUBLICIZING YOUR PARTICIPATION

Approved Content
If you are creating a press release, newsletter article or website content that promotes your participation in the program and discusses mattress recycling, you may incorporate this information into your content.

Facts and Figures:

PROGRAM WIDE
- The Mattress Recycling Council’s Bye Bye Mattress program recycles more than 1.5 million mattresses each year, saving 52 million pounds of materials from landfill.
- More than 75 percent of a mattress can be recycled, diverting valuable resources including metal, foam, fibers and wood from the waste stream.
- In the United States, more than 50,000 mattresses are discarded every day. NOTE — discarded includes those landfilled, recycled, donated, etc. Do not rephrase this to say landfilled.
- The average mattress is estimated to occupy 1.23 cubic yards in a landfill.

STATE SPECIFICS
- California
  - More than 5 million mattresses have been recycled in California since the program began in 2016.
- Connecticut
  - More than 750,000 mattresses have been recycled in Connecticut since the program began in 2015.
- Rhode Island
  - More than 330,000 mattresses have been recycled in Rhode Island since the program began in 2016.
Illustrate Your Impact
Help your audience visualize the positive impact you’ve made on the environment by equating the height, depth or weight of mattresses to common items. If you are disposing of a singular type of mattress, take your own measurements for accuracy. Otherwise, use these conversions and consider these common or well-known items that might resonate with your audience or industry:

DEPTH (sleep surface to bottom) — Mattresses vary widely in depth, but assuming 12 inches (1 foot) keeps things simple. Use this conversion when communicating the height that your recycled mattresses would reach when stacked on top of one another.
- A 10-story building is 100 feet
- Tallest U.S. lighthouse is 193 feet (Cape Hatteras Lighthouse in Buxton, NC)
- The Statue of Liberty is 305 feet
- The Eiffel Tower is 1,063 feet
- World’s tallest hotel in Dubai is 1,165 feet
- One mile is 5,280 feet

LENGTH (head to foot) — Assume 75 inches (6.25 feet) for the length of a mattress. Use this conversion when communicating the distance your recycled mattresses would span when placed end to end.
- An NCAA men’s college basketball court is 94 feet
- An Olympic sized swimming pool is 164 feet
- An NCAA football field is 360 feet
- The length of your building, campus or property
- A well-known bridge or park in your city or town
- One mile is 5,280 feet (845 mattresses)

WEIGHT — A recent study of mattresses recycled in our facilities found the average weight to be 55 pounds.
- A textbook averages 5 pounds
- A small grand piano weighs 400-500 pounds
- Hotel elevator weight capacity is 3,500 pounds
- Type 1 ambulance weighs 14,000 pounds
- A large school bus weighs 36,000 pounds
PUBLICIZING YOUR PARTICIPATION

Descriptions:

• More than 75 percent of a mattress can be recycled and turned into new consumer and industrial products. For example: the foam is recycled into carpet padding, the springs are used to make new appliances or other steel products, the fabric can be made into industrial filters and the wood from box springs is chipped for use as mulch or biomass fuel.

• Mattress recycling supports and creates jobs by working with local nonprofits and small and minority-owned businesses to collect and recycle mattresses.

Quotes:

• If you would like to include a quote from an MRC representative in your press release or article, contact Amanda Wall 571-482-5431 or awall@mattressrecyclingcouncil.org.

Images and Video:

• Why Recycle? Infographic
• Did You Know? Infographic
• Program Highlights and Recycling Process Video

Official Boilerplate for Press Releases:
The Mattress Recycling Council (MRC) is a nonprofit organization that operates recycling programs in states that have passed mattress recycling laws: California, Connecticut and Rhode Island. MRC was founded by the bedding industry and recycles more than 1.5 million mattresses each year. For more information about MRC, go to www.MattressRecyclingCouncil.org. To learn how to recycle your mattress or to find a collection location or event near you, visit www.ByeByeMattress.com.
PUBLICIZING YOUR PARTICIPATION

Social Media

Use the following hashtags and handles/tags to join the conversation on Facebook and Twitter:

Hashtag: #ByeByeMattress; #MattressRecyclingCouncil
Twitter/Facebook: @ByeByeMattress; @MattRecyCouncil

Use these pre-written posts to promote your participation.

We are proud to recycle with the Mattress Recycling Council’s @ByeByeMattress Commercial Volume Program. More than 75% of a mattress is recyclable. Check out what happens to the steel, foam, fiber and wood — ByeByeMattress.com/why-recycle/

--or--

Thanks to the Mattress Recycling Council’s @ByeByeMattress program, we are diverting used mattresses and box springs from landfills. Learn how your business can recycle too — https://bit.ly/3c5X66F

--or--

We’re recycling with the Mattress Recycling Council’s @ByeByeMattress and you can too! Visit ByeByeMattress.com to learn how your household or business can recycle mattresses for free.

We’re proud to recycle with the Mattress Recycling Council’s @ByeByeMattress. More than 75% of a mattress is recyclable. Learn more here — ByeByeMattress.com/why-recycle/

--or--

Thanks to the Mattress Recycling Council’s @ByeByeMattress, we are diverting used mattresses from landfills. Learn more at ByeByeMattress.com.

--or--

We’re recycling with the Mattress Recycling Council’s @ByeByeMattress and you can too! Visit ByeByeMattress.com to learn more.

Use our Meet My Mattress campaign to educate your followers about the hundreds of products that are made from recycled mattresses. There is space available to co-brand these images with your logo. Download posts here.
LOGO USAGE

The consistent use of the Bye Bye Mattress logo is of the utmost importance as it enhances public awareness and recognition of our efforts. Vertical and horizontal options are available.

Contact info@byebyemattress.com to request Bye Bye Mattress logos.

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:

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LOGO USAGE: BADGE OF AFFILIATION

Your company or organization may use a badge of affiliation to signify participation in the 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