



bye bye mattress®

A Program of the Mattress Recycling Council®

COLLECTION EVENT PROMOTION TOOLKIT

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TABLE OF CONTENTS

About the Program	3
Did You Know?	
Find a Recycling Location Near You	
Contact Information	
Logo Usage	5
Bye Bye Mattress Logo	
Badge of Affiliation	
Locator and Directory Listings	7
Event Day Signage	8
Promotion Materials	10
Items for materials you create	
Items we created that can be customized	
Media Alert	
Flyers	
Direct Mail & Utility Bill Inserts	
Social Media	
Community Outreach	13

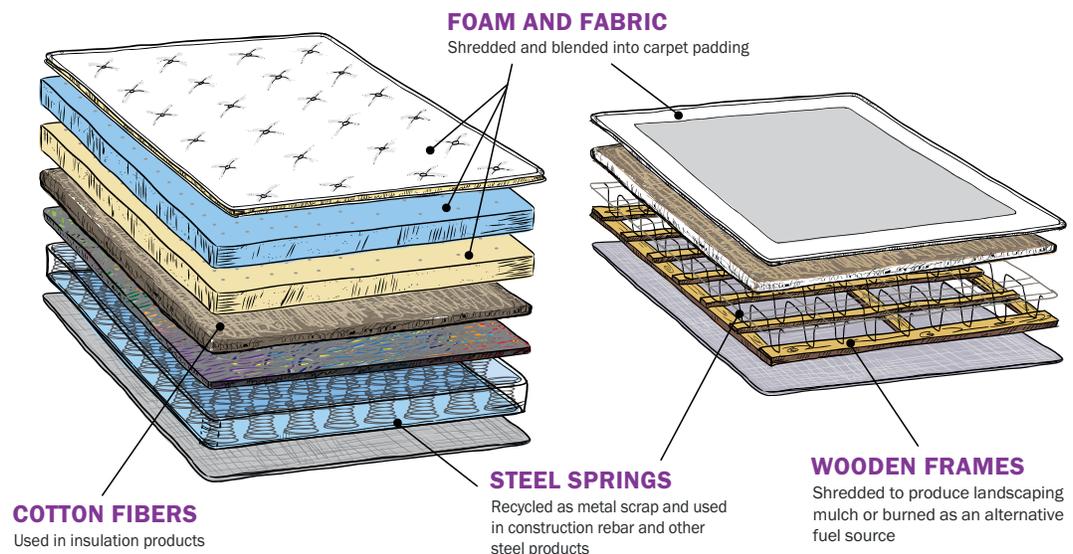
ABOUT THE PROGRAM

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, Oregon and Rhode Island.

Did you know?

- The program is made possible by a recycling fee (or assessment) 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 retailers and hotels, or organizations like universities, hospitals and the military, 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.

MATTRESS & BOX SPRING BREAKDOWN



ABOUT THE PROGRAM

Find a Recycling Location Near You

Hundreds of cities, towns, retailers and recyclers have signed up to participate in MRC's Bye Bye Mattress program across California, Connecticut, Oregon and Rhode Island. The best place to find a location for recycling is to visit:

ByeByeMattress.com/find-a-facility/

Contact Information

If you need assistance with using the materials or content provided in this toolkit:

Marketing & Communications Department
info@byebyemattress.com
1-855-494-8400

All media inquiries should be directed to:

Amanda Wall, Director of Marketing
awall@mrc-us.org
571-482-5431



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:



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 MRC's 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.

Please note, the badge is subject to terms and conditions that must be signed before displaying or using the badge in any way.

To request this artwork, email info@byebyemattress.com



LOCATOR & DIRECTORY LISTINGS

Recycling Locator

Event listings publish no sooner than 30 days prior to your event start date. Contact your Program Coordinator for updates or changes. 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)
- Services (free for resident drop-off, free for business drop-off, etc.)
- Any additional information such as other languages spoken or physical accessibility considerations



Subscribe to MRC Highlights and Seasonal Reminders to be notified of any enhancements or changes we make to our website, locator or listings:

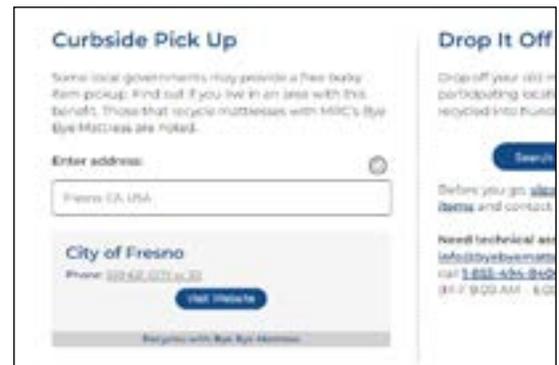
MattressRecyclingCouncil.org/subscribe/

Curbside Pick Up Directory

This directory lists jurisdictions that offer residents at least one free curbside pick up of bulky items each year.

To be listed, it is not required that the mattresses collected through this method be recycled with MRC's Bye Bye Mattress, however those that do will carry a special designation.

The directory is separate from a locator listing. Contact your Program Coordinator for updates or changes.

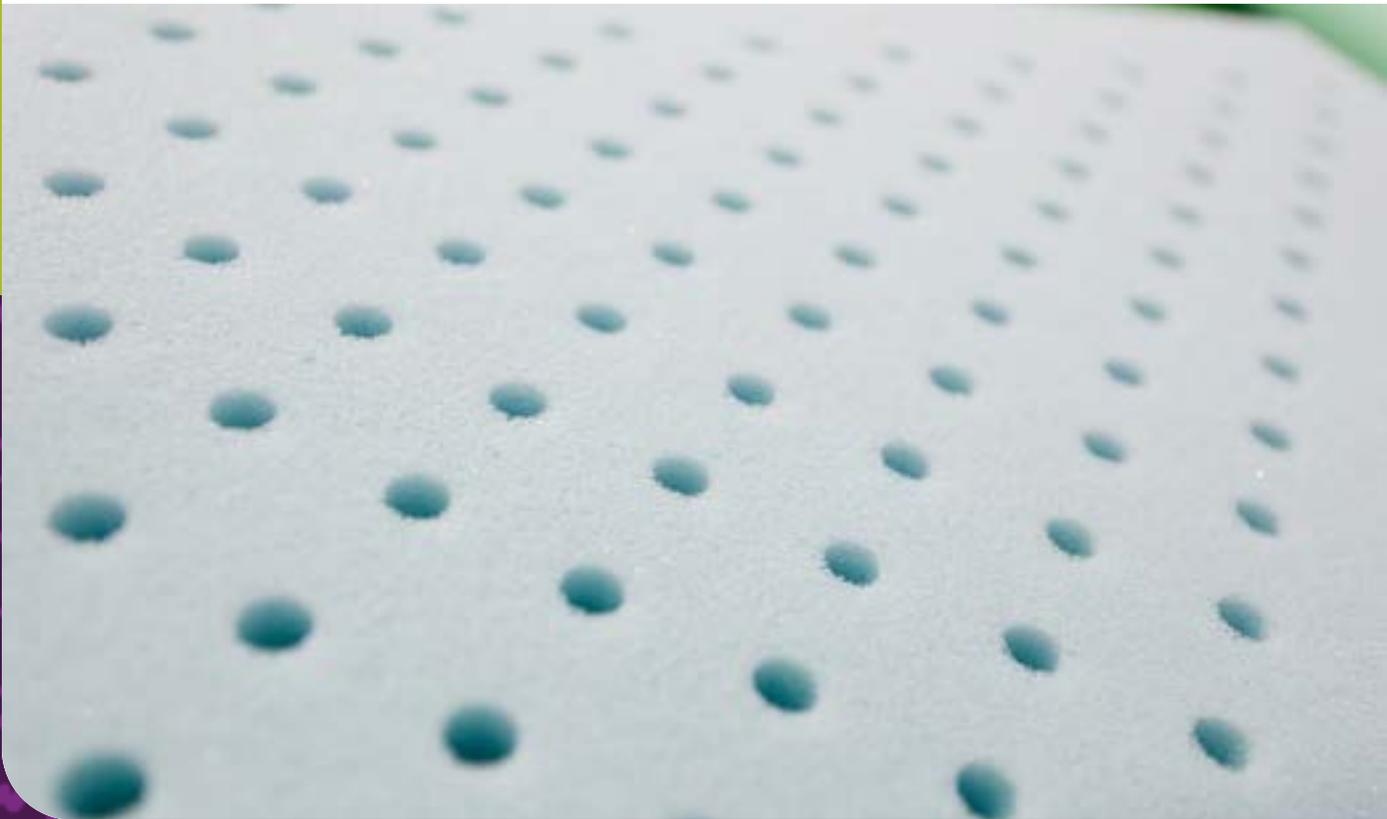


EVENT DAY SIGNAGE

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@byebyemattress.com or 1-855-494-8400).



EVENT DAY SIGNAGE

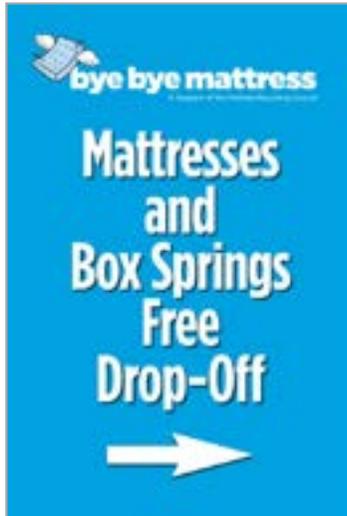
Banners

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.



Banner



Sandwich Board Sign

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.



Yard Sign

If your kit has missing or damaged pieces, please contact both your MRC Program Coordinator and MRC's Marketing & Communications Department (info@byebyemattress.com or **1-855-494-8400**).

PROMOTION MATERIALS

MATERIALS YOU'VE CREATED

Looking to co-brand or mention us on your existing or future materials? Here is some guidance.

Official first reference:

Mattress Recycling Council's Bye Bye Mattress program

Acceptable second references:

MRC's Bye Bye Mattress program

MRC's Bye Bye Mattress

MRC's program

How to co-brand appropriately:

States don't operate or have ownership of these programs, so it is incorrect to give the possessive to a state. Acceptable ways to incorporate a state with our name:

MRC's Bye Bye Mattress [State] program

MRC's Bye Bye Mattress program in [State]

MRC's [State] program

A similar rule applies to entities that participate in the program as a collection site or recycler. These entities don't operate or own the program so they do not take on the possessive either.

[Entity] participates in MRC's Bye Bye Mattress program

[Entity] joins MRC's Bye Bye Mattress [State] program

Visit our [Publicity Toolkit Library](#) of common photos and images that you can incorporate into your own materials.

MATERIALS WE'VE CREATED

We've created templates for commonly requested items.

- Media Alert
- Direct Mail/Utility Bill Inserts
- Social Media
- Flyers
- Online Content

Media Alert

To invite local media to your event, download the media alert template from our [Publicity Toolkit Library](#). The library also contains photos or images that you may want to include. MRC can assist with media lists and contacting outlets.

When distributing a media alert, please include MRC's Director of Marketing Amanda Wall (awall@mrc-us.org) in your recipients.

PROMOTION MATERIALS

Flyers

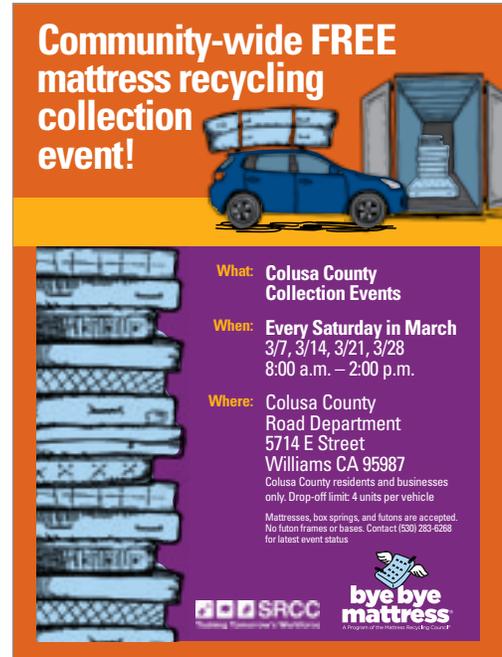
Available in 8.5"x11" with space for your logo(s). MRC can create the flyer for you or provide a Canva link to the artwork file.

Direct Mail & Utility Bill Inserts

Available in 4"x6" and 5"x7" with space for your logo(s). MRC can create this document or provide a Canva link to the artwork file.

For all of these materials

- Different sizes or language translations are available on request.
- Funds may be available to assist with printing, purchasing mailing lists or postage. These are available on a case-by-case basis.



Flyer

Contact info@byebyemattress.com.



Direct Mail Postcards



PROMOTION MATERIALS

Social Media

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!

Facebook/Instagram/X: @ByeByeMattress Hashtag: #ByeByeMattress



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 [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 MRC's @ByeByeMattress program. Come stop by! [include event photo]

Post Event:

It was great seeing everyone that dropped off their used mattress with us at our community collection event. Thanks to MRC's @ByeByeMattress they get recycled into many other useful products!



Promoting Your Event:

We're collecting used mattresses and box springs for free so MRC's @ByeByeMattress can 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]. MRC's @ByeByeMattress 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 MRC's @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



Instagram posts require an image. Look in our [Publicity Toolkit Library](#) or contact the Marketing Department at info@byebyemattress.com.

COMMUNITY OUTREACH

If your collection event is in conjunction with a community festival, open house or similar gathering, MRC can consider providing a consumer education booth.

Consumer Education Booth

Visitors are invited to learn about mattress recycling through a stacking tower game, inspecting tubes or cases of the different component materials and interacting with booth attendants.

Infographic banners and QR code flyers reinforce key messaging and drive awareness of ByeByeMattress.com. An optional add on is a child's table with wipe-off activity sheets.

This set up is flexible for indoor and outdoor use and can be streamlined as a table-only presentation or fill a 10x10 space (tent requires 10x10 space).



Invite us to be part of your community events and tell us about your speaking, sponsorship or exhibiting opportunities.

Send information to:

Mattress Recycling Council - Marketing Department
501 Wythe Street
Alexandria, VA 22314
info@byebyemattress.com