



Are You Up for the Recycling Challenge?

Help keep plastics out of the environment by showing folks how easy it is to recycle plastic bags and wraps.

Join the #RecycleChallenge & Make an Impact!

Here's what we need you to do.

- Take your plastic bags and wraps to your local grocery or drop-off location.
- Record a short video or take photos of yourself putting the materials in the recycling bin.
- Share the video/photos, along with a caption, on the social media channel(s) of your choice (e.g., Facebook, Instagram, Twitter, LinkedIn).
- Include the hashtag #RecycleChallenge.
- Mention WRAP in your social post (on Twitter: [@WRAPrecycling](#); on Facebook: [Wrap Recycling Action Program](#))
- Challenge your family, friends, and colleagues to do the same.

Not sure what to recycle? Go to: plasticfilmrecycling.org



Sample social posts.

To make it easy, here's some copy to use in your social post. Feel free to create your own if your creative juices are flowing!

Plastic bags, wraps & more can all be recycled at your local store drop-off. Are you recycling all that you can? I'm challenging @[tag-person], @[tag-person], and @[tag-person] to join me in this #RecycleChallenge and show people how much they can recycle!

I was challenged by @[tag-person] to participate in the #RecycleChallenge to show everyone how easy it is to recycle plastic bags & wraps at store drop-off. Challenge accepted! Next up: I challenge @[tag-person], @[tag-person], & @[tag-person] to do the same!

I took all these plastic bags & wraps to my local grocery store for recycling. Next up: I challenge @[tag-person], @[tag-person], & @[tag-person] to show everyone how much they can recycle!

Remember to...

Here are some tips to make it easy (and to recycle more):

- Show the types of bags and wraps you're recycling in the photos or videos if you can't list everything in the social copy.
- Make sure the photos are clear and your voice can be heard in the video.
- If you want, include additional recycling hashtags (such as #RecycleRight or #RecyclingGoals) or tag other relevant handles/accounts (e.g. your company, @how2recycle)

