



Special points of interest:

- 2012 Drive Results.
- New in 2012.
- 4 Year Review.
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- Our Thanks.



13 crates of jeans packed and ready to ship.



Justin King donates the 10,000th pair of jeans.

EcoErek

RECYCLING DRIVE SUMMARY 2012

January 2013

The 2012 Results are in!

EcoErek had a spectacular year in 2012! In his effort to keep useful items out of our local landfills and educate the public about recycling textiles and shoes, Erek was able to collect



5,019 denim items and **4,402** pairs of shoes to be recycled. As in prior years, the denim will be remanufactured into housing insulation and donated to communities affected by natural disasters (www.CottonFromBlueToGreen.org). Through EcoErek's partner, USAgain (www.usagain.com), the shoes are sorted and those in good condition are redirected to those who need them and those in poor condition are ground down to make raw material for sidewalks, running tracks, carpet underlayment, playground mulch and car insulation.

For the fourth year in a row, communities in northwest Ohio overwhelmingly supported Erek's efforts to keep useful items out of the landfill by recycling jeans and shoes.

2012 Collection

Jeans & Shoes at storage unit

New in 2012!

New status - EcoErek was presented with many new opportunities to grow his recycling outreach in 2012. Most notably, was the move to become a non-profit. We are proud to state that EcoErek is now in partnership with Keep Toledo/Lucas County Beautiful, Inc., sharing their mission: "establishing greener communities through environmental education, litter prevention and voluntary partnerships." Through this partnership, he will be able to continue his mission to advocate recycling and resourcefulness through community recycling drives.

New Logo - Did you notice at the top of the page? Erek was very excited to lay out the concept for his very own logo. He worked with the designers at www.niceshirt.org to create a logo that he felt expressed his recycling message. The great staff at [niceshirt.org](http://www.niceshirt.org) also helped Erek create a t-shirt campaign to raise funds to help cover the shipping costs of the recyclable goods.

Milestone reached - EcoErek collected his 10,000th pair of recyclable jeans. It took four summers to reach this milestone, but at his recent rate of collection, he may see pair 20,000 by the end of 2013.

Young Entrepreneur - EcoErek was invited to be the featured entrepreneur at BGSU's Camp Millionaire program held on campus in June & July. The camp teaches students the importance of financial literacy. Erek presented his "business model" for recycling drives and the students worked to develop their own strategy to recycle jeans and shoes in their communities. After school began in the fall, student drive results were donated to EcoErek's recycling initiative.

Guinness World Records again? - EcoErek sent in 726 pairs of athletic shoes to National Geographic Kids magazine in November to help set a new *Guinness World Record* for the "longest chain of shoes" tied together. The shoes were to be recycled with Nike Reuse-A-Shoe after attempting the world record. We are waiting for notification of the results.

Four year review...

	2009	2010	2011	2012	Total
Denim	1,684	4,154	3,920	5,019	14,777
Shoes	0	0	3,000	4,402	7,402

Approx. 32,000 lbs. of denim and 10,000 lbs. of shoes have been kept out of the landfill. That's enough denim to insulate *nearly* 30 homes (represented below). It takes approx. 500 pairs of jeans to insulate one average size U.S. home.



ZooTeen volunteers and Juliana Sample, Exe. Dir.-KTLBC, Inc. with EcoErek and friends, Carly and Breanna, after loading 13 crates of denim for shipping. Season Finale!

2012 Denim Drive Photo Highlights



OSU's Ag Day event donated 520 pairs of jeans!



Downtown Chicago with shoe partner, USagain.

(Right) Mountain of denim from Owens Community College Drive.



(Top) Erek with St. Rose students and recycling donation. (Below) Sending in shoes for 'Guinness World Record'.



Erek receives Judge's Award at Eastern Maumee Bay Chamber of Commerce's Prism Awards.

DONATIONS

The cost of hosting his recycling drives is nearly zero; however, the cost of shipping the materials to their recycling destination is a large expense for Erek. Think about sponsoring one crate of jeans. Your tax-deductible donation of \$250 will ship one crate of 400 pairs of jeans and insulate 80% of one home.

If you are interested in supporting EcoErek's *Recycling Initiative*, please send donations made out to:

Keep Toledo/Lucas County Beautiful - EcoErek
1011 Matzinger Road
Toledo, Ohio 43612

Awards...

October 2012
 Nicholas Green Distinguished Student Award, State of Ohio

June 2012
 Kohl's Cares® Scholarship Program. Store Winner \$50

May 2012
 International Young EcoHero Award, San Francisco, CA
www.actionfornature.org
 Honorable Mention.

March 2012
 Eastern Maumee Bay Chamber of Commerce.
 Judge's Award.

October 2011
 Ohio Environmental Council.
 Environmental Achievement Award.

We send a sincere **THANK YOU** to the following organizations for your support in EcoErek's Recycling Initiative.

Drive Locations

Once Upon A Child
 The Future Wave Salon
 Town Center at Levis Commons
 Plato's Closet
 Dr. Branam's Dentistry
 Toledo Zoo

Supporters

Aldersgate Church
 Alan Miller Jewelers
 Anthony Wayne Jr. High
 BGSU's Camp Millionaire
 BP Husky
 CC Bella
 Eisenhower Middle School
 ES Wagner
 First Energy Toledo Edison

Patrick Gorman & family
 Jerusalem Elementary School
 Maumee Bay Self Storage
 Maumee Bay Turf
 Larson Long
 O'Shea Family
 Ohio State University's Ag Day
 Owens Community College
 Owens-Illinois
 Perrysburg Jr. High
 Right Tool & Die
 Jane Schmuker
 Starr Elementary School
 St. Rose Parish & School
 The Andersons
 The Image Group
 USAgain
 UHaul