

# EcoErek

## RECYCLING DRIVE SUMMARY 2013

March 2014

The 2013 collection results are in!



### Special points of interest:

- 2013 Drive Results.
- New in 2013.
- 5 Year Review.



Transferring 4,000 pairs of shoes to USAGain.



Thirteen crates of denim sent out to make housing insulation.



### 2013 Collection - Jeans at storage unit

EcoErek had another stellar year in 2013! 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 **4,477 denim** items and **4,269 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.BlueJeansGoGreen.org](http://www.BlueJeansGoGreen.org)). Through EcoErek's partner, USAGain ([www.usagain.com](http://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 fifth 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.

### New in 2013!

**Humanitarian Award** - Erek was awarded the Northwest Region "Humanitarian Award" by the Ohio School Board Association (OSBA) at their spring conference in March. Nominated by the Oregon City Schools Board of Education, the district in which he attends.

**Young Speaker** - Erek was asked to speak at the annual convention of the Ohio Association of Garden Clubs (OAGC) in August. He addressed a packed ballroom at Maumee Bay State Park to deliver his message of denim and shoe recycling.

**Community Shoe Drive** - Bowling Green State University and the community of Bowling Green reached out to partner with EcoErek on a combined university/community wide initiative to hold a shoe drive along with a marathon in collaboration with an appearance from the author of "Born to Run", Christopher McDougall. This shoe drive netted a collection of 1,980 pairs of shoes, nearly half of all collected for Erek in 2013. Congratulations to the Bowling Green community!

**Young Hero** - Erek was a 2013 Finalist for The Gloria Barron Prize for Young Heroes. He was one of 400 applicants, top 25 are Finalists, top 10 are titled Winners. This is a national award in recognition for extraordinary service to people and our planet.

**Erek Goes to Hollywood** - Cotton, Inc., parent company of BlueJeansGoGreen™, invited Erek to help celebrate their one millionth pair of denim to be recycled by attending an event held in November in Los Angeles, CA. He was permitted to walk the red carpet along with many other celebrities including, Jerry O'Connell, Rebecca Romijn, Miles Teller, Joe Jonas, Derek Hough, Darren Criss, Nick Uhas and Chord Overstreet, where he was interviewed by the press and media. The event helped publicize the denim recycling mission and the milestone achieved. It was a whirlwind 48 hour trip of a lifetime and the farthest west Erek has traveled in the United States.

# Five year review...

	2009	2010	2011	2012	2013	Total
Denim	1,684	4,154	3,920	5,019	4,477	19,254
Prs. Shoes	0	0	3,000	4,402	4,269	11,671

Approx. 42,000 lbs. of denim and 15,000 lbs. of shoes have been kept out of the landfill. That's enough denim to insulate 38.5 homes (represented by green houses). It takes approx. 500 pairs of jeans to insulate one average size U.S. home.



Loading shoes on a cold December day for transport to Chicago.

## 2013 Scrapbook Highlights



Erek meets the President of Cotton, Inc., Berrye Worsham at event in Hollywood.



Erek's red carpet moment.

(Right) Erek with Miles Teller in Hollywood to celebrate one million denim items recycled for BlueJeansGoGreen™.



(Top) Shoes, shoes and more shoes.



Erek receives Northwest Region "Humanitarian Award" by the Ohio School Board Association (OSBA).

### DONATIONS

The cost of hosting his recycling drives is nearly zero; however, the cost of shipping the materials to their recycling destination is approx. \$2,000 annually. 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 in any way, please send contribution made out to:

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

### Awards...

September 2013  
 The Gloria Barron Prize for Young Heroes, Boulder, CO. Finalist.

March 2013  
 Ohio School Board Association (OSBA) Northwest Region "Humanitarian Award"

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](http://www.actionfornature.org)  
 Honorable Mention.

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
- Toledo Zoo

- Jerusalem Elementary School
- Maumee Bay Self Storage
- O'Shea Family
- Ohio State University's Ag Day
- Owens Community College

#### Supporters/Donors

- Aldersgate Church
- Alan Miller Jewelers
- BP Husky
- Bowling Green State University
- CC Bella
- Clay High School
- Cummins Bridgeway LLC
- First Energy Toledo Edison
- Gleaner Insurance

- Owens-Illinois
- Right Tool & Die
- Shriner's Circus
- Starr Elementary School
- St. Ignatius Catholic Church
- The Image Group
- USAgain
- UHaul