



DATE: December 22, 2025

TO: Elected Municipal Officials, Secretary/Administrators and Recycling Coordinators

FROM: Elizabeth M. DeNardi- Recycling Coordinator
Luzerne County

SUBJECT: 2026 RECYCLING EDUCATION

MEMORANDUM

The Luzerne County Office of Solid Waste & Recycling Management (LCOSW/RM) would like to encourage and assist all municipalities in running educational advertisements concerning your recycling programs. Everyone who participated in the 2025 program did a fabulous job with advertising and getting the word out! We are making a difference with this program, so let's continue again this year with more creative ideas on clean recycling advertising!

All that are involved in the recycling industry understand recycling has gotten much harder in the past several years. Contamination is still the main problem with the recycling industry today. Whether you are doing single stream collection or source separated, the most important thing is **EDUCATION, EDUCATION, EDUCATION!** For example:

Remember THREE SIMPLE STEPS when shopping:

- **BUYER BEWARE** - Can the container that a product comes in be recycled?
- **THINK** - Does my town accept this item for recycling? When in doubt, throw it out.
- **RECYCLE IT** – Rinse the item and place it in your recycling bin. We are prepared to offer each municipality reimbursement of up to a \$7,000.00 per year for advertisements about their respective recycling programs. The message that needs to be stressed is recycled items must be rinsed and cleaned out before being placed in containers. Educational messages that were provided through advertisement last year helped start the process of re-educating residents.

This money is available for the 2026 calendar year, January 1, 2026, through December 31, 2026, and can only be used for the purpose of recycling education for residents. Participation in this program is strictly on a volunteer basis. Remember...recycling is a Win-Win-Win proposition – municipalities can improve the environment by recycling properly, saving valuable landfill space and associated tipping fees, while protecting the secure records of residents and businesses alike.

WHO IS ELIGIBLE?

Any municipality in Luzerne County that proves they have established a recycling program is eligible. Copies of the advertisements, invoices, and checks used to pay for each advertisement will be required.

REQUIREMENTS FOR APPROVAL

- Revenue from this office should be allocated toward multiple advertising efforts rather than a single campaign. Ideally, advertisements would be run in the Spring, Summer, and Fall. Remember that **Earth Day** is in April and it is a great time to send a message to your residents.
- You will be reimbursed for up to \$7,000.00. Any charges beyond that amount will be the responsibility of the town to cover.
- ALL FORMS OF ADVERTISEMENTS CONCERNING RECYCLING DONE RIGHT MUST BE APPROVED BY THIS OFFICE IF REIMBURSEMENT IS WANTED.
- Advertisements must include:
 - **WHAT IS ALWAYS ACCEPTED**
 - **WHAT IS NEVER ACCEPTED**
 - **HOW TO PROPERLY RECYCLE ITEMS**
 - **MUNICIPAL PHONE NUMBER/CONTACT INFO**

Advertisements must contain information on the towns recycling program **only**. This ad cannot be combined with any program, function or organization other than the current recycling program.

- Please email beth.denardi@luzernecounty.org, or mail a copy of the ad for approval to: **Luzerne County Office of Solid Waste & Recycling Management, 200 N. River Street, Wilkes Barre, PA 18701**. You will be notified regarding approval and eligibility within one week following receipt of your completed proposed advertisement.

HOW DO YOU RECEIVE PAYMENT?

Please send a copy of your paid invoice for advertising, a copy of the advertisement itself and a copy of the check used to pay for the advertisement to the Luzerne County Recycling Department. A check will be issued to your municipality for the full amount of all eligible expenses as pre-approved by the LCOSW/RM.

MUNICIPALITY'S RESPONSIBILITY

Each participating municipality is to contact and select a vendor that will offer advertising of your recycling program. Approval of your ad by this department prior to running the advertisement is required for reimbursement.

Municipal Helpfuls:

- Keep your advertisements simple!
- Use a catch phrase - (examples)-Save paper, save trees, save the planet.
- Use as much social media as possible to get your message across to the residents.
- Contact local daily and weekly papers and inquire on any special advertising packages they may have available to help you get your message out-
 - Citizen's Voice-570-821-2119 –email - dhouseweart@citizensvoice.com
 - Dallas Post, etc.-570-829-5000 – email dmgee@timesleader.com
 - Mountain Top Eagle-570-474-NEWS (6397) – email-mteagle@ptd.net
 - Mountain Peaks-570-249-1233 - email-news@mt-peaks.com
 - Standard Speaker-570-501-3536 – email- rkowalczk@standardspeaker.com
 - Times Leader-570-704-3975 – email lbyrnes@timesleader.com