

# DON'T JUST RECYCLE... REUSE!



**GREEN HIPPO**  
e-WASTE FUNDRAISING PROGRAM!

## Reduce - Reuse - Recycle!

We've all done it - because it's easy - thrown a bottle into the regular trash, tossed an ink cartridge surreptitiously into the garbage, crumpled up a piece of paper & aimed it for the non-recycling bin in a moment of haste and not thought about the long term effects on our planet if everyone were to do that all the time. Sometimes it's just "easier" not to recycle than to take the time to make a difference and it's convenient to put the thought of how our planet and the environment is being impacted out of our minds. Really, there is no excuse for this, and each of us know that. The facts speak for themselves and we hear them all the time.

However, what we often don't hear about is why it's so important not just to recycle but to REUSE. Of course, recycling has a green impact, but when we reduce and reuse, that's when we start to make a real difference! The hidden story of what happens to things such as ink and toner cartridges when they go to companies that grind them down and melt them rather than reuse them in a way that is friendly to the environment is one that is sadly often untold. **Does it really matter? What is the difference?**



In the case of ink and toner cartridges, returning them to large stores that grind them up and melt them down is neither good for us nor for the environment. It takes much more energy to strip down and melt the plastic than to reuse and refill, plus it releases toxins into the atmosphere. The goal of Green Hippo is to be environmentally friendly, and to collect and REUSE cartridges and other e-waste such as cell phones and small electronics, while at the same time to pay out cash quickly!

The bottom line is that you can help the environment and use the cash either for your home, your company's bottom line, or to sponsor a local sports team, youth group, church, school program, or charity you are passionate about. Not only that, Green Hippo provides free marketing materials to help you, as well as educational materials for your youth to teach them about preserving the planet. Help preserve the environment, educate our youth, and make a

difference in someone's life at the same time. It's a WIN-WIN!! Who wouldn't want to do that?

Recycling is important, but it's not a panacea - the EPA solid waste hierarchy is Reduce, Reuse, Recycle in that order of importance and there is a reason for that! We need to start thinking about reducing our waste and reusing it, which not only means reusing what we can ourselves, but when we donate or return items for cash, doing that with companies that reuse them in an environmentally friendly way. Much of what we throw out can have a second life, and what happens to it when it leaves us is our responsibility. Every little bit helps the environment, and each one of us makes a difference!

**Reduce:** buy food in large quantities or in bulk, look for items that use less packaging, reduce your junk mail, choose to use reusable items rather than disposable

**Reuse:** Find secondary uses for things you have used, look for companies that can reuse things you no longer need, buy recycled products

**Recycle:** Set up your home to make recycling easy, recycle with companies that reuse and recycle in an environmentally friendly way

Visit our website at [www.greenhippo.com](http://www.greenhippo.com) for more information about our e-Waste fundraising program and start not only making a difference but saving money today.