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## **Austin-based Firm Launches #WasteLessWednesday to Mark 20<sup>th</sup> Anniversary of America Recycles Day**

**(Austin, Texas)** Austin-based environmental marketing, public relations and advertising agency EnviroMedia announces the launch of a new awareness campaign called #WasteLessWednesday in advance of the 20<sup>th</sup> anniversary of America Recycles Day coming up on Wednesday, November 15, 2017. The #WasteLessWednesday hashtag and social media campaign encourage consumers to waste less by reducing their use of disposables such as straws and plastic cutlery.

“We don’t envision a world without plastic straws and plastic utensils,” said Valerie Davis, CEO and cofounder of EnviroMedia and also a cofounder of America Recycles Day in 1997. “There’s a purpose for these items of convenience, but let’s not use them unless we really need them.”

Many people don’t realize that straws and a lot of plastics are not recyclable. They end up in landfills or as litter. So, EnviroMedia is encouraging Americans to avoid using them whenever possible by following the #WasteLessWednesday slogan: “If you don’t need it, leave it.”

According to EPA, only about 35 percent of waste is recycled in the United States. Plastics make up 19 percent of our landfill waste, but the recycling rate of plastics is only 4 percent. It’s estimated Americans use 500 million straws daily. That’s 1.6 straws per person per day.

“There seems to be a false sense of the success of recycling among consumers, but recycling in the U.S. has not reached its full potential,” said Salinas-Davis. “Only about half the households in America have access to recycling at home, so it’s time to stimulate the conversation this America Recycles Day and beyond, and ultimately reinvigorate demand for more access to recycling.”

The #WasteLessWednesday campaign is designed to specifically reach younger people who may not have access to recycling. They are often more mobile and live a lifestyle typically involving more takeout food, delivery meals and coffee on the go.

The #WasteLessWednesday campaign's correlating webpage [www.wastelesswednesday.com](http://www.wastelesswednesday.com) features a series of printable awareness posters for company break rooms, schools and even community bulletin boards. On Wednesday, EnviroMedia staffers will be delivering posters to restaurants, coffee shops and other businesses in the company's East Austin neighborhood.

Founded in 1997, EnviroMedia provides sustainability and corporate social responsibility communications to the world's most innovative agents of change. Areas of focus include air, water, energy, waste, health, and alternative transportation.

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