

MEDIA KIT



Thursday, April 21, 2016

ONE DAY. TWO LANDMARK EVENTS.

hosted by: **recycle across america** AND **participant media** **pivot** **1% FOR THE PLANET** **LAMAR**

BRAND LEADERS SOLUTION SUMMIT

Thursday April 21, 2016
9:00am - 1:00pm

Participant Media
Beverly Hills, CA

HIGHLIGHTS:

On April 21st, brand leaders and entertainment influencers are convening around a nonprofit solution and strategy to improve the environment, reduce waste in oceans and create jobs - while helping companies reduce expenses, respond to shareholder pressure, improve marketshare and begin to close the loop in their manufacturing. Attendees will hear insights from some of the most notable brands in the world as to why they are joining this mission and what it has accomplished thus far.

INVITATION

RECYCLE ACROSS AMERICA AND PARTICIPANT MEDIA

INVITE YOU TO THE

BRAND LEADERS SOLUTION SUMMIT 2016



THURSDAY, APRIL 21

9 AM - 1 PM

BREAKFAST AND LUNCH WILL BE SERVED

PARTICIPANT MEDIA

331 FOOTHILL RD
BEVERLY HILLS, CA
90210-3669

RSVP TO:

SolutionSummit@RecycleAcrossAmerica.org

GUEST SPEAKERS

Chris Salgado, CEO
[KIEHL'S SINCE 1851](#)

Kathy Loftus, Global Leader of Sustainability
[WHOLE FOODS MARKET](#)

Tom Szaky, CEO
[TERRACYCLE](#)

IT'S TIME FOR PROGRESS

On the heels of the Paris climate talks, the recent news about the increasing amount of waste going into oceans, and the largest U.S. recycling hauler closing down nearly 25% of their recycling processing plants in the last few months, RECYCLE ACROSS AMERICA, 501(c)3, and Participant Media are inviting leading brands to meet and learn about a solution to some of today's most pressing issues for companies and executives.

Executives from notable brands such as [WALT DISNEY COMPANY](#), [BANK OF AMERICA](#), [WHOLE FOODS MARKET](#), [KIEHL'S SINCE 1851](#) and others will share their insights about a plan that can bring corporate communities together to address issues such as:

INVESTORS: Mounting shareholder pressure related to climate change

MARKET-SHARE: Increased expectations of mainstream consumers

SUSTAINABLE PACKAGING: Barriers to closed-loop manufacturing

WASTE DIVERSION: Going toward zero waste while recycling is collapsing

COST REDUCTION: Paying for recycling that ends up in a landfill

GREEN WASHING: Being authentic, but getting lost in green-wash clutter

OCEAN WASTE: Increased waste in oceans ... floating brands

recycle across america.

participant media pivot

This invitation is intended for email recipient only and is not transferable.

INVITATION

LET'S POSE FOR PROGRESS

Thursday April 21, 2016
7:30pm - 11:30pm

MILK Studios
Hollywood, CA

HIGHLIGHTS:

- Conducting the **WORLD'S 1st LIVE STREAM CELEBRITY PSA PHOTO SHOOT** at the party, which will be displayed real-time on digital billboards donated by Lamar Advertising across the U.S. Lamar's contributions will result in more than 3 million ad spots for Earth Week.
- Celebrating the global brand leaders that have already helped more than **FOUR MILLION STUDENTS** in the U.S. begin to recycle *right*!
- **ANNOUNCING THE FIRST OFFICIAL U.S. STATE** to adopt the standardized labeling system for their bins statewide - making it easier for people to recycle *right*, wherever they are in the state.
- Uniting some of the most progressive consumer brands in the world with entertainment influencers to celebrate a **NONPROFIT STRATEGY AND SOLUTION THAT IS ALREADY GENERATING MEASURABLE RESULTS.**
- Enjoying a night of music by **ONE OF THE MOST ICONIC MUSICIANS TODAY.**



recycle across america

participant media 1% FOR THE PLANET LAMAR

YOU ARE INVITED ... to change the world with us!

Thursday, April 21, 2016
7:30 PM - 11:30 PM

Milk Studios
855 N Cahuenga Blvd.
Los Angeles, CA 90038

World's 1st LIVE-STREAM Photo Shoot resulting in **MILLIONS** of PSA ad spots on Lamar digital billboards across U.S.

LIVE-STREAM PHOTOGRAPHY BY:
Timothy White
Legendary Celebrity Photographer

letsrecycle.right.org

Let's Pose for PROGRESS!

Nonprofit organization RECYCLE ACROSS AMERICA, PARTICIPANT MEDIA, LAMAR ADVERTISING COMPANY and 1% FOR THE PLANET invite you to a landmark event during Earth Week 2016.

At a time when environmental progress is most needed, we are celebrating the celebrity-led LET'S RECYCLE RIGHT campaign and a simple solution which has been referred to by the NEW YORK TIMES as "one of the top environmental fixes taking root today" and is deemed "WORLD CHANGING" by ASHOKA.

Join us as we honor the FORTUNE 500 PARTNERS, GOVERNMENT LEADERS and ENTERTAINMENT INDUSTRY INFLUENCERS that are joining this movement to expedite environmental and economic progress.

To mark the occasion, for the first time in history we will LIVE-STREAM a PSA PHOTO SHOOT during the event, resulting in MILLIONS of ad spots on LAMAR digital billboards across the U.S. Famed photographer, TIMOTHY WHITE will conduct this HISTORIC LIVE NATIONAL CELEBRITY PSA CAMPAIGN!



WE HAVE A SOLUTION ... AND IT'S WORKING.



Standardized labels on recycling bins make it easy for people to recycle right, wherever they might be. The solution is simple. The impact is profound.



RSVP: LetsPose@RecycleAcrossAmerica.org
Invitation is intended for email recipient only and is not transferable.

Let's Pose for Progress and MAKE HISTORY



WE'RE MAKING HISTORY! To mark the occasion of the LET'S POSE FOR PROGRESS, for the first time in the world, we will LIVE-STREAM A PSA PHOTO SHOOT from the party at the iconic MILK Studios onto Lamar digital billboards across the U.S., thanks to LAMAR ADVERTISING COMPANY.

Famed photographer TIMOTHY WHITE will shoot this HISTORIC LIVE NATIONAL CELEBRITY PSA CAMPAIGN. LAMAR ADVERTISING COMPANY will broadcast the PSA CAMPAIGN onto more than 250 of its digital billboards nationwide.



LetsRecycleRight.org

Legendary photographer Timothy White



FROM BILLBOARDS TO BAGS

Lamar Advertising has an ongoing partnership with RAREFORM to give its billboards a second life. RAREFORM will be repurposing the *LET'S* campaign billboard into one-of-a-kind bags for the event.

Why are we hosting a summit and event?

- Recycling is a \$200 billion industry in the U.S. which employs more than three million people.
- Recycling *right* is the **#1 action society can do to** simultaneously:
 - improve the environment - including reducing the depletion of finite natural resources and fresh water,
 - improve the economy - including creating jobs (ratio: seven jobs for recycling to one job for landfill),
 - help manufacturers respond to shareholder pressure relating to sustainable packaging,
 - reduce expenses for companies, and
 - reduce waste in oceans.
- People are passionate about recycling. In 1996 when an OpEd was published in the New York Times titled “**Recycling is Garbage**”, the NYT received more hate mail from that article than any other article written before it. And more than ever and increasingly with each generation, people expect to be able to recycle wherever they are.
- Many Fortune 500 companies are receiving **billions of dollars worth of shareholder pressure to begin using more recycled content** in their manufacturing. For instance, Mondelez has more than \$20 billion worth of shareholder pressure to increase its sustainable packaging efforts, including increasing its recyclability and use of recycled content in its manufacturing.

Because recycling is collapsing in the U.S.

- Waste Management, the largest recycling hauler in the U.S., has recently shut down 25% of their recycling plants.
- California alone, which is considered the most progressive state in the U.S when it comes to recycling, has already closed 200 of their recycling plants in the last few months.



Why is recycling collapsing in the U.S.?



CONFUSING LABELS on recycling bins are trashing the U.S. recycling industry and causing it to be unprofitable and subsequently collapse.

In California alone,
200 recycling plants have recently closed.

The \$200 billion U.S. recycling industry which employs more than three million people and has the greatest ability to simultaneously improve the environment, improve manufacturing, improve the economy and prevent waste from going into the oceans, *is at great risk*. In fact, in the last few months Waste Management, the largest recycling hauler in the U.S., has shut down nearly 25% of their recycling processing plants.

Why is U.S. recycling failing? Despite public affection for it, people are unanimously confused about recycling due to the millions of inconsistent and often ineffective recycling labels on bins throughout society. As a result of the confusion at the bin, there is apathy and skepticism - and subsequently, millions of tons of 'garbage' are being thrown into recycling bins everyday, crippling the economics of recycling and preventing many manufacturers from being able to reuse the materials. As a result, finite natural resources continue to be depleted at alarming levels.

The Summit and Party on April 21st is the largest and most impactful event in history set out to help make recycling and sustainable manufacturing begin to thrive in the U.S.



Seven time grammy Winner, Alanis Morissette
by Timothy White for the "Let's" campaign



We have a solution and it's working



The STANDARDIZED LABELS on recycling bins are proving to increase recycling 50-100% and are significantly reducing costly contamination.

Standardized labels on recycling bins are the #1 SOLUTION to help recycling and closed-loop manufacturing begin to thrive.

In 2010, nonprofit RECYCLE ACROSS AMERICA (and RECYCLE ACROSS THE WORLD) created the first and only society-wide standardized labels for recycling bins to make it easier for people to recycle right, wherever they might be. This simple solution has been fully vetted by ASHOKA Global Innovators for the Public and as a result, is deemed a "WORLD CHANGING SOLUTION".

Because of its systemic and profound impact on the environment and the economy, the NEW YORK TIMES has referred to this solution as "ONE OF THE MOST IMPORTANT ENVIRONMENTAL FIXES TAKING ROOT TODAY".

As with other society-wide standardizations, such as universal traffic signs, the standardized labels on recycling bins help the public to act easily on their good intentions and therefore dramatically improve outcomes. The standardized labels are proving to increase recycling levels 50-100%, while significantly decreasing the amount of costly contamination that has historically been crippling the economics of recycling - and has historically prevented manufacturers from being able to reuse the materials.

To date there are more than ONE MILLION STANDARDIZED LABELS IN USE in the U.S. and other countries. Also, 400,000 standardized labels have been donated to public K-12 schools helping the next generation recycle *right*, thanks to corporate leaders such as Kiehl's Since 1851, Bank of America, Whole Foods Market, Sony and many others.



FROM
CONFUSION TO
CLARITY





Angie Harmon, Actress

Photographed by Timothy White for the "Let's" PSA Campaign

Let's recycle right!

RECYCLING RIGHT DRAMATICALLY IMPROVES THE ENVIRONMENT
Alanis Morissette, Musician



RECYCLING RIGHT CONSERVES ENERGY AND FRESH WATER
Kristen Bell, Actress



RECYCLING RIGHT PROTECTS FINITE NATURAL RESOURCES
AnnaSophia Robb, Actress



RECYCLING RIGHT CREATES JOBS AND HELPS THE ECONOMY
Anthony Mackie, Actor



RECYCLING RIGHT IS COMMON SENSE
Bill Maher, Comedian/Producer
Political Commentator



RECYCLING RIGHT PROTECTS OCEANS AND SEA-LIFE
Gabby Reece, World-Class Volleyball Player, Author and Model



RECYCLING RIGHT HELPS MANUFACTURERS BE ABLE TO REUSE THE MATERIALS
Chris Salgado, CEO Kiehl's Since 1851



RECYCLING RIGHT REDUCES CO₂ LEVELS
Ian Somerhalder, Actor



RECYCLING RIGHT REDUCES BUSINESSES' EXPENSES
Stana Katic, Actress



USE STANDARDIZED LABELS ON RECYCLING BINS TO MAKE IT EASIER FOR PEOPLE RECYCLE RIGHT!
Josie Maran, Actress



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The New York Times



Forbes

COCO ECO
M A G A Z I N E



LetsRecycleRight.org



<https://www.recycleacrossamerica.org>



<https://www.facebook.com/RecycleAcrossAmerica/>



<https://twitter.com/RecycleAcrossAm>



MSNBC Interview with
Mitch Hedlund,
Executive Director RAA

<https://youtu.be/D-fUeJoXQ8Q>



Amazing Planet Video
About RAA

[https://www.youtube.com/
watch?v=kZQXSoUBQlc](https://www.youtube.com/watch?v=kZQXSoUBQlc)



RAA 30 second PSA TV
Commercial with
Angie Harmon

<https://youtu.be/g4tBOAxRrE0>



RAA 60 second PSA TV
Commercial with
Kristen Bell

<https://youtu.be/BcW8b08zLJ0>

recycle across america.

Recycle Across America (RAA)/Recycle Across the World (RAW) is a 501(c)(3) non-profit organization, which has developed the first and only society-wide standardized labeling system for recycling bins to help eliminate the public confusion surrounding recycling and to improve the economics of recycling and closed-loop manufacturing. Standardized labels have been identified as a world-changing solution by ASHOKA Global Innovators for the Public and are referred to by the NEW YORK TIMES as “one of the most important environmental fixes taking root today.” For more information about RAA’s standardized label initiative or its celebrity-led ‘Let’s Recycle Right’ campaign, visit:

www.recycleacrossamerica.org or contactinfo@recycleacrossamerica.org



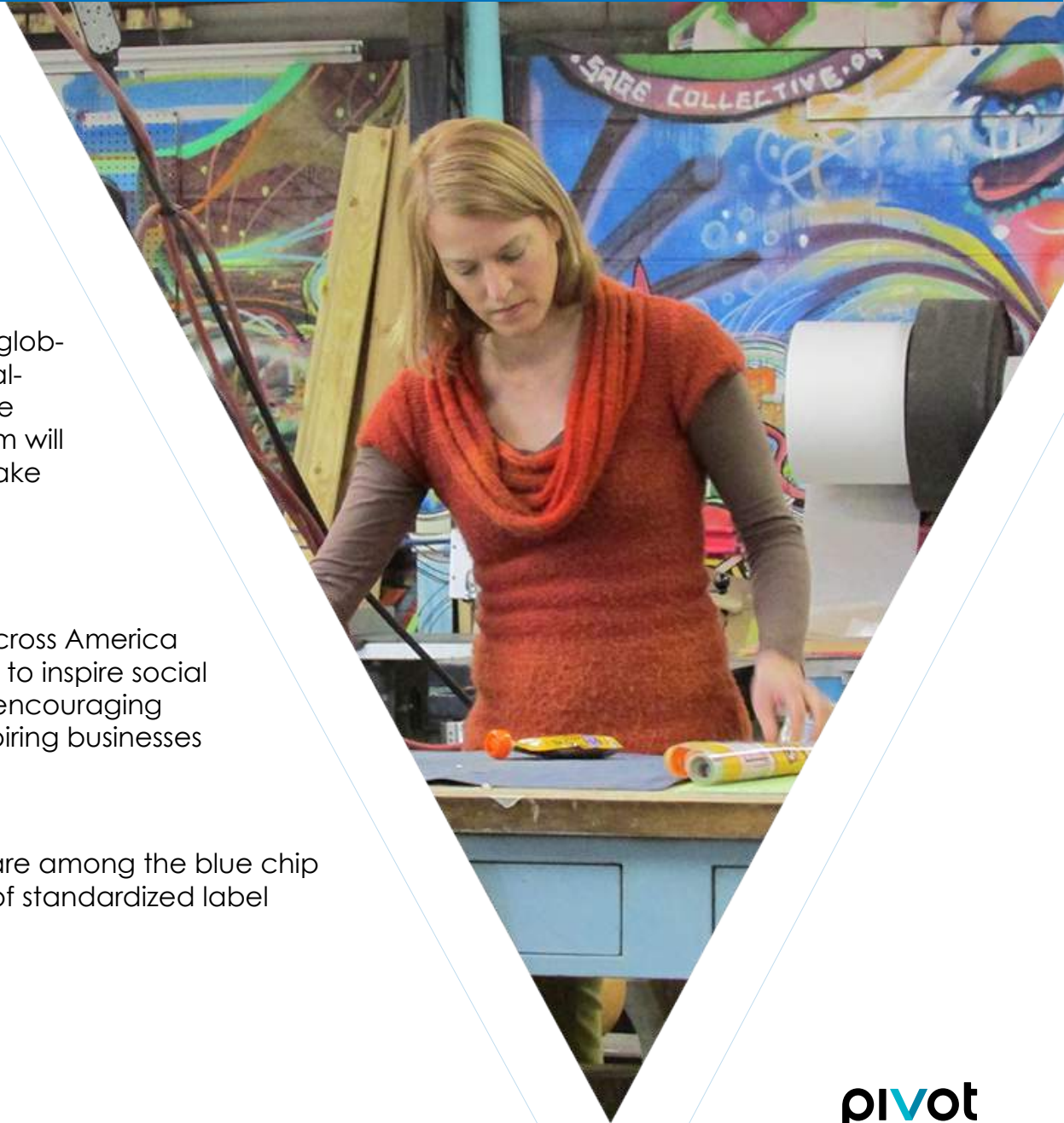
RECYCLE ACROSS AMERICA AND HUMAN RESOURCES

The critically acclaimed comedy Human Resources returns to Pivot for a third season in 2016 with even more projects to tackle and global waste issues to solve.

With the announcement of TerraCycle expanding globally, leader and new dad Tom Szaky will have to balance work and personal life as the team pushes the boundaries to eliminate waste. The TerraCycle team will use science, creativity, and a little DIY attitude to take on new projects and change the way we think about trash.

Through the continued partnership with Recycle Across America and the Recycle Right campaign, we will continue to inspire social action and create change in season three – from encouraging individuals and communities to recycle right to inspiring businesses to implement a company-wide recycle program.

Disney, Sony, NBCUniversal, and Bank of America are among the blue chip companies who have helped to increase the use of standardized label demand by 250%.



HUMAN RESOURCES

pivot

pivot

Participant
media

takepart



Participant Media is a leading media company dedicated to entertainment that inspires and compels social change. Founded in 2004 by Jeff Skoll, Participant combines the power of a good story well told with opportunities for viewers to get involved. Participant's more than 70 films, including *Spotlight*, *Contagion*, *Lincoln*, *The Help*, *He Named Me Malala*, *The Look of Silence*, *CITIZENFOUR*, *Food, Inc.*, and *An Inconvenient Truth*, have collectively earned 50 Academy Award® nominations and 11 wins, including Best Picture for *Spotlight*.

Participant has also launched more than a dozen original series, including "Please Like Me," Emmy® Award-winning "Hit Record On TV with Joseph Gordon-Levitt," and "Fortitude," for its television network, Pivot. Participant's digital hub, TakePart, serves millions of socially conscious consumers each month with daily articles, videos and opportunities to take action.



Founded in 1902, Lamar Advertising Company (Nasdaq: LAMR) is one of the largest outdoor advertising companies in North America, with more than 325,000 displays across the United States, Canada and Puerto Rico. Lamar offers advertisers a variety of billboard, interstate logo and transit advertising formats, helping both local businesses and national brands reach broad audiences every day. In addition to its more traditional out-of-home inventory, Lamar is proud to offer its customers the largest network of digital billboards in the United States with over 2,400 displays.

Please feel free to explore our website www.lamar.com or contact us at pr@lamar.com for additional information.

