



# Christmas Tree Recycling Program 2009-2010

Give your community a gift...recycle your Christmas tree

## Program Description

*The Christmas Tree Recycling Committee, composed of local government agencies, nonprofits and business, has worked to keep Christmas trees out of Southern Nevada's local landfills for the past seven years. Recycling your tree helps ensure the sustainability of our community by saving valuable landfill space. When chipped into mulch, trees become valuable organic material used in landscaping projects that conserve soil moisture and keep plants healthy.*



Magical Forest Tree at Opportunity Village



## Outreach Events

- Desert Green Conference
  - Exhibit and presentation.
- Nellis AFB Air Show
  - CD Ornament Activity.
- Springs Preserve
  - Winter Lights Festival, festive craft decorating activity.
- Magical Forest
  - Committee decorated Magical Forest Tree at Opportunity Village (Pictured).
- Gift of Lights
  - 15,000 visitors received holiday gift bags including information on Christmas tree recycling and a sign was displayed.

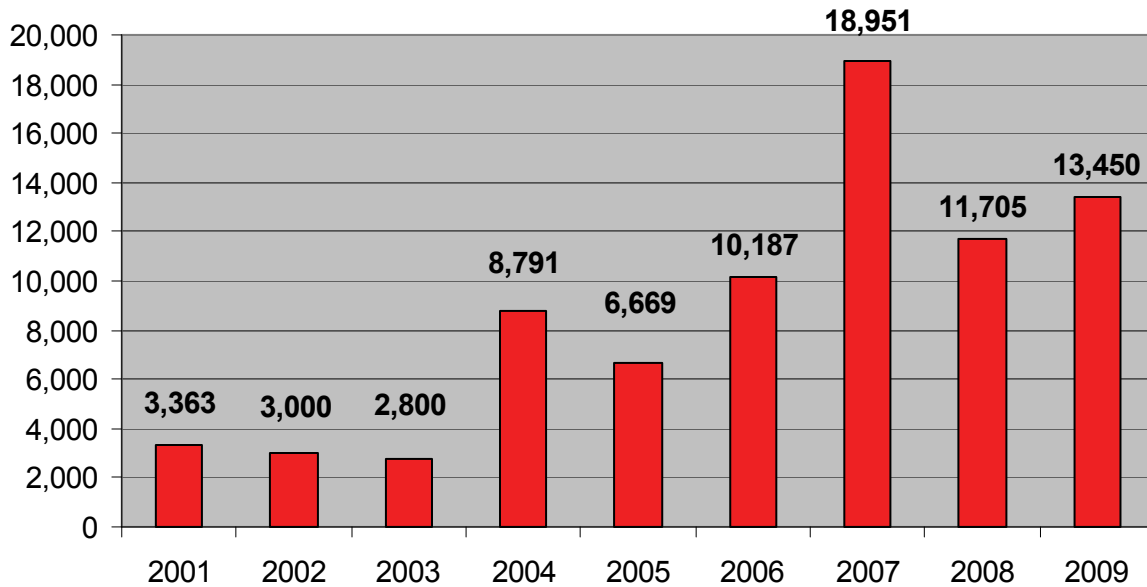




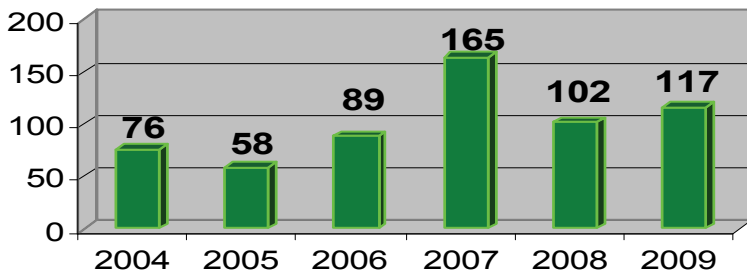
## Year-to-Year Statistics



### Christmas Trees Chipped 2001-2009



### Amount of Mulch Produced (tons)



## 2009-2010 Statistics

- Number of trees officially recycled: 13,450 trees
- Landfill volume saved in cubic yards: 1,793 cubic yards
- Landfill volume saved in tons: 114 tons
- Amount of mulch produced in tons: 117 tons



Christmas Trees are chipped into valuable mulch for use in organic landscaping projects.

## *Partners*

On behalf of the Christmas Tree Recycling Program Committee we would like to thank the following community partners for their participation and effort in this program:

*City of Henderson  
City of Las Vegas  
City of North Las Vegas  
Clark County Parks and Recreation  
Clear Channel Outdoor  
Conservation District of Southern Nevada  
Desert Green  
Fast Signs  
First Choice Tree Service  
Las Vegas Color Graphics  
Las Vegas Valley Water District  
Maplethorpe's Christmas Trees  
Nevada Division of Environmental Protection  
Nevada Division of Forestry  
Opportunity Village  
Par 3 Landscape & Maintenance, Inc.  
Pro Tree Services  
Southern Nevada Water Authority  
Springs Preserve  
Star Nursery  
Summerlin  
UNLV Rebel Recycling  
University of Nevada Cooperative Extension  
Vermeer Sales Southwest  
Whole Foods Market  
YESCO  
1-800-Got-Junk?*

## *Media Coverage*

### Print

*Tip cards and fliers distributed  
Truck Magnets  
December 2009 Water Bill  
"Water Smart Living" publication Winter 2009  
Digital Billboards by Clear Channel Outdoor  
HOA Newsletters December & January  
SP Member Newsletter Winter 2009  
SP Calendar Listings  
SP Eblast to 8,000 residents  
Electronic Press Kits distributed to media  
Henderson Happenings  
Las Vegas Review Journal  
Today In Las Vegas Magazine  
AIA—Architecture and Graphics*

### Radio

*KNPR radio PSA*

### Broadcast

*Christmas Tree Recycling PSA  
KCLV CH. 2  
KVBC-NBC 3  
CCTV CH. 4  
KVVU-TV FOX 5  
KLAS-TV CBS 8  
KBLR-TV TELEMUNDO 9  
KTNV-TV ABC 13  
KINC CH 15  
"Springs Elemental"  
"Water Ways"*

### Websites

*Springs Preserve.org  
CDSN.org  
CityofHenderson.com  
ReviewJournal.com  
OpenVegas.com  
MyVegasMommy.com  
LasVegasNow.com CH. 8  
Blog.Vegas.com*

