

Christmas Tree Recycling Program 2010-2011

Give our community a gift...recycle your Christmas Tree



Program Description

The Las Vegas Christmas Tree Recycling Committee, composed of local government agencies, nonprofits and businesses, has worked to keep Christmas trees out of Southern Nevada's local landfill for the past nine years. Recycling your tree helps ensure the sustainability of our community by saving valuable landfill space. Approximately 200,000 trees are sold in Las Vegas Valley and about 7% are recycled.

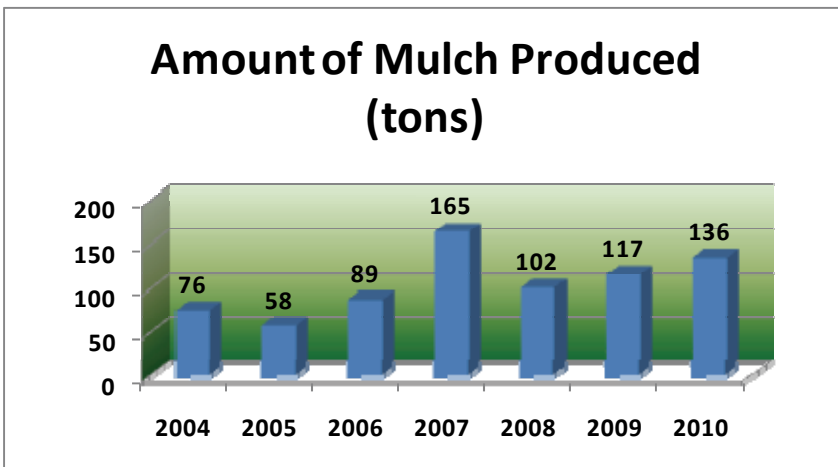
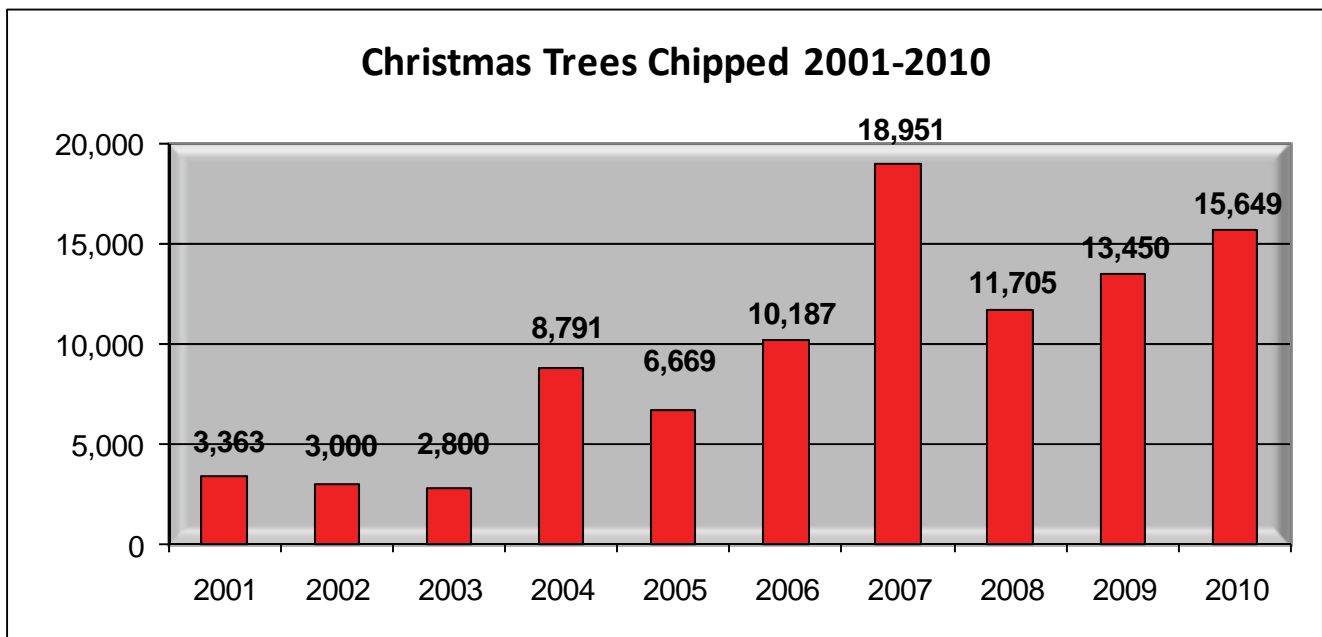


Reaching out to Residents

- **Magical Forest** - Committee decorated a tree at Opportunity Village (pictured left). Several committee members volunteered for Magical Forest shift.
- **Gift of Lights** - 17,500 visitors received holiday gift bags including information on Christmas tree recycling and a sign was displayed.
- **Twitter** – Springs Preserve tweeted about Christmas Tree Recycling. Ten tweets went out over course of campaign.
- **Outreach Events** – Tip cards were distributed during corporate and casino employee outreach events.

The Numbers

- **15,649** - Number of trees recycled
- **13%** - Increase over 2009 numbers
- **2,087** - Landfill volume saved in cubic yards
- **133** - Landfill volume saved in tons
- **136** - Amount of mulch produced in tons



New Program Highlights



- **Station Casinos**

- Gave buffet coupons for dropping off trees at 2 of 3 locations on Jan. 8th.
- Fiesta Rancho: 20 trees
- Boulder Station: 40 trees
- Green Valley Ranch: 143 trees



Clockwise; Boulder Station drop-site, Green Valley Ranch drop-site, & Boy Scouts helping at Station collection sites.

- **Cox Communications**

- Offered an employee drop-off Jan. 5th-7th
- Collected 41 trees



MGM Resorts employee drop-site.

- **MGM Resorts International**

- Offered an employee drop-off during a Season's Greenings campaign Dec. 27 - Jan. 15
- Mulch was used at Shadow Creek Golf Course for dust control
- Collected 82 trees

Mega Trees



Bellagio Resort & Casino Conservatory & Botanical Garden worked in partnership with the Christmas Tree Recycling Committee to recycle their 35 foot tall Shasta Fir Christmas Tree.

Bellagio Christmas Tree

- Equivalent to 60 regular sized Christmas Trees
- 1/2 ton of mulch created from tree



Print

Tip cards and fliers distributed
December 2010 Water Bill insert
“Water Smart Living” publication Winter 2010
HOA Newsletters December & January
SP Member Newsletter Winter 2010
SP Calendar Listings
Henderson Happenings
Las Vegas Review Journal - Dec. 23 cover story Home
& Design “Regifting at its Best”
Today In Las Vegas Magazine
AIA—Architecture and Graphics
BLVDS Las Vegas

Radio

KNPR radio PSA

Broadcast

Christmas Tree Recycling PSA in English & Spanish
KCLV CH. 2
KVBC-NBC 3
CCTV CH. 4
KVVU-TV FOX 5

Broadcast continued

KTNV-TV ABC 13
KINC CH 15
Noticiero Viva Vegas
TV Azteca
“Springs Elemental” - Dec-Jan
“Water Ways” on Ch. 4

Websites

Springs Preserve.org
CDSN.org
CityofHenderson.com
ReviewJournal.com
OpenVegas.com
LasVegasNow.com CH. 8

Other

Printed Billboards at 5 locations
Truck Magnets on chipping trucks
SP Eblast to 8,000 residents
Electronic Press Kits distributed to media
Stations Casino press release for Jan. 8th event

Program 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
Cox Communications
Environmental Ink
Evergreen Recycling
First Choice Tree Service
Las Vegas Color Graphics
Las Vegas Valley Water District
Maplethorpe’s Christmas Trees
MGM Resorts International

Nevada Division of Environmental Protection
Nevada Division of Forestry
Opportunity Village
Par 3 Landscape & Maintenance, Inc.
Republic Services
Southern Nevada Water Authority
Springs Preserve
Star Nursery
Station Casinos
Summerlin
UNLV Rebel Recycling
University of Nevada Cooperative Extension
Vermeer Sales Southwest
1-800-Got-Junk?

