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For Immediate Release

Recycled Water Bottles to Keep Tipton County School District Kids Warm this Winter

Keep America Beautiful & Unilever to Donate 700+ Recycled Content Fleece Jackets to Students

BRIGHTON, Tenn. (Nov. 10, 2016) – To help celebrate this year’s America Recycles Day, more than 700 warm fleece jackets made from recycled water bottles will be donated to students in the Tipton County School District. An event will take place Saturday, Nov. 12, at Brighton Elementary School, featuring representatives from Keep America Beautiful, Keep Tennessee Beautiful and Keep Tipton County Beautiful, as well as educational activities and the distribution of jackets to local schoolchildren. America Recycles Day, a Keep America Beautiful national initiative, takes place on and in the weeks leading into Nov. 15, and is dedicated to promoting and celebrating recycling in the United States.

The donation is from Keep America Beautiful and its partner, Unilever, a national sponsor of the national nonprofit’s “[I Want To Be Recycled](#)” public service advertising and awareness campaign, which seeks to educate and engage people to understand the “how, what, where and why” of recycling. Tipton County’s Keep America Beautiful affiliate, Keep Tipton County Beautiful, is coordinating the donation.

“As the colder temperatures roll in, we are thrilled to be able to provide local students with warm jackets. That they are made from recycled content makes the opportunity that much more rewarding,” said Ruth Wallace, director of Keep Tipton County Beautiful.

Saturday’s event will start at 10:00 a.m. at Brighton Elementary School, 1201 Old Highway 51 S, Brighton, TN 38011. [Keep Tipton County Beautiful](#) will be joined by Missy Marshall, director, [Keep Tennessee Beautiful](#) and Brenda Pulley, senior vice president of recycling, [Keep America Beautiful](#), to discuss the importance of recycling and how to recycle correctly. By recycling at home and on-the-go, educating friends and family about the importance of recycling, and buying products made with recycled content, today’s students will become tomorrow’s recycling leaders.

Unilever has joined with Keep America Beautiful to encourage Americans to reassess their recycling habits and treat their bathroom empties with the same respect as their kitchen counterparts. As part of the “I Want To Be Recycled” campaign earlier this year, Unilever and Keep America Beautiful showcased the amazing things recycled bottles can become when you #ReThinkRecycling. Consumers voted online for which products they wanted their recyclables to become and children’s jackets was the winning vote.

To learn more about Keep America Beautiful, visit kab.org; for more information about Keep Tipton County Beautiful, visit http://www.tiptonco.com/keep_tc_beautiful/.

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