

The Problem:



- Bars, restaurants, businesses and consumers contribute to the landfill by using hundreds of thousands of Styrofoam or plastic throw-away cups each year.
- Styrofoam is made from petroleum and is NOT biodegradable: 500 years from now those cups will still be around - choking animals and leaching toxins into our soil and water.
- When the St. Croix landfill is closed, where will the throw-away cups go?
 - Ship them off the Island?
 - Burn them and add more pollutants to our air?**Both options cost Crucians!**
- Styrofoam contains a known carcinogen called "Styrene" that can leach into food and beverage contents, especially when heated.
- More than 100 American cities have already introduced full or partial bans on Styrofoam containers!



The Solution:

Research indicates two primary success factors for reducing throw-away cup usage:

1 Provide a quality alternative to throw-away cups for a reasonable price.

- The Recycling Association has sourced quality 16oz cups, with lids, that are INSULATED to keep drinks hot or cold.
- Cups include the 'Good.To.Go' and 'Help St. Croix' logos and are made in the USA from recycled materials.
- Cups will be sold to participating bars & restaurants for only \$4.
- Participating bars & restaurants will sell the cups for the suggested price of \$5 - or may sell the cup with a drink for their desired margin.

2 Provide incentives that reward consumers for reusing and refilling alternative cups.

- Participating bars & restaurants will be encouraged to offer incentives - of their choosing - to stimulate reuse, refill and customer loyalty. Incentives could be: 25 cents off refills, free up-size from 12oz to 16oz, happy hour prices etc.
- Details of the discount or promotion are completely up to each business.
- In turn, the Recycling Association will promote interest and awareness of the 'Good.To.Go' cup program in newspapers, radio, on line media and local events. The program will also be marketed to a wide variety of organizations and tourism professionals.
- Customers will recognize participating bars & restaurants by the 'Good.To.Go' poster and/or sticker posted in their establishment.



The Benefits:



Participating bars & restaurants benefit from:

- Positive marketing exposure and name recognition.
- Less throw-away Styrofoam or plastic cups to buy and have hauled away.
- Less glass cups to wash.
- New opportunities for green marketing and customer loyalty.
- Community involvement in helping St. Croix to reduce waste 1 cup at a time.

St. Croix residents and visitors benefit from:

- Less throw-away cup litter and waste going to our landfill.
- Quality souvenir cup that can be reused and refilled.

Good for Businesses
Good for Consumers • Good for St. Croix



Please Help

Reduce waste 1 cup at a time



Reuse • Refill • Waste Less



The Details:

Participation in the 'Good.To.Go' cup campaign couldn't be easier!

Recycling Association will do most of the work for you.

- We will do the advertising . . .
- We will do the purchasing . . .
- We will give you a poster to hang so everyone will know you are a participant.

Can we count on your support?

- Purchase a minimum of 25 cups at \$4 each (sell them for \$5) and you are **Good.To.Go!**
- No need to pay in advance. Simply let us know how many cups you want and we'll bring them to you - along with a poster.
- We request that payment be made via local check at the time of delivery.
- Make checks payable to:
V.I.RC&D with Recycling Association in subject line.
- When your supply gets low . . . just email us and we'll deliver more to your door.

Have fun with the campaign and make it a big deal to be participating in something that is good for St Croix!

Co-branded cups (with your logo added) are also available.
Call for details, pricing, minimum order quantities and lead time.

Recycling Association of the Virgin Islands

email: info@StCroixRecycles.org

call: 340-244-2185

The Recycling Association is a project of the non-profit Virgin Islands Resource Conservation & Development Council (V.I.RC&D) which is an equal opportunity employer & provider.



Help St. Croix

Reduce waste 1 cup at a time



16oz.
Insulated

Made in USA
from recycled
materials

Participate in the

Good.To.Go

cup campaign

Good for Businesses • Good for Consumers • Good for St. Croix