



DECEMBER 2025 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

This month, the Recycling Outreach Team shared eco-friendly tips for the holiday season. Check out our guides for choosing sustainable gift wrap and how to recycle common objects associated with the holiday season – such as e-commerce packaging, gift wrapping, and string lights.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,537 FOLLOWERS	INSTAGRAM 1,505 FOLLOWERS	MAILCHIMP 6,028 SUBSCRIBERS	YOUTUBE 178 VIEWS / 15 HRS
SOCIAL MEDIA	<ul style="list-style-type: none">• Recycling Compliance Series – Green Businesses Lead by Example• Trash or Treasure – String Lights• Monthly Calendar – Where will you find us this month?• Recycle Right – Gift Packaging• Sustainable Swaps – Wrapping Gifts• Upcycled Gift Challenge• Giving Tuesday – Find a Local Thrift or Swap• Happy Holidays from UCRRA		
RADIO	<p><i>"Holiday Message"</i></p> <p>Did you know that your household waste will increase by 25% this holiday season? This is Angelina Brandt from the Ulster County Resource Recovery Agency, inviting you to have a more eco-friendly holiday by choosing gifts that last! Memories last forever – consider giving tickets to a movie, concert, or a membership. Let's make the holidays less about STUFF and more about experiences together. Or opt for reusable gift wrapping like baskets, reusable gift bags, or gifts wrapped in fabric. Remember, ribbons, bows, and other "tanglers" DO NOT belong in your recycling bin. For more holiday recycling tips, visit U C R R A dot O R G. Happy Holidays!</p> <p><i>"What Happens to Trash"</i></p>		

	<p>Have you ever wondered what happens to your trash? This is Angelina Brandt, from the Ulster County Resource Recovery Agency. Our mission is to manage Ulster County's waste with a commitment to public health and protecting our environment. More than 260 million pounds of trash is sent to a sanitary landfill each year, 250 miles away. Add up all these hauling trips in one year, you could drive around the surface of Earth 75 times! Make a difference to lower this carbon footprint by reducing, reusing, recycling, composting, and rethinking wasteful habits. To learn more, visit UCRAA.org</p>
PRINT	No ads this month
WEBSITE/BLOG	<ul style="list-style-type: none"> • New blog: Make It a Green Holiday! View all blog articles at https://ucraa.org/blog/
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • +0 Media Kits this month (41 kits YTD)

OUTREACH EVENTS

+237 CALLS / 9.13 HOURS HOTLINE (12/01- 12/29) (4,115 CALLS/156.98 HRS YTD)	+64 ADULT PARTICIPANTS (2,061 ADULTS YTD)	+27 YOUTH PARTICIPANTS (768 YOUTH YTD)	48 HOURS (245.25 HRS YTD)
PRESENTATIONS	None this month		
FACILITY TOURS	None this month		
EVENTS	None this month		
SITE VISITS, CONSULTATIONS	None this month		
NEW MEDIA OR TEACHING TOOLS	Volunteer Meet Up – SLACK Demo & Committees Pitch		
MISCELLANEOUS	<ul style="list-style-type: none"> • 12/02 Regional Materials Management Working Group • 12/05 MCR Volunteer Meet Up • 12/01, 12/03, 12/05 NERC Webinar Series - Foundations of Sustainable Materials and Recycling • 12/09 NY Needs Assessment Webinar • 12/09 NYSAR3 Reuse Committee 		