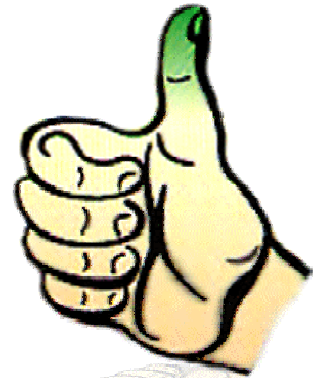


Green Thumbs-Up to the “SPOTTED” program!

Green Thumbs-Up to the “*SPOTTED*” program, also known as the “*Spot-A-Mug*” campaign. Co-sponsored by Ithaca Dining Services and the Resource and Environmental Management Program (REMP), this marks the second year the “SPOTTED” program has been in place.



The 9/10/07 *Intercom* article by Julie Whitten, marketing manager for Ithaca Dining Services, does a good job of laying out the environmental benefits for reusing beverage mugs instead of disposable containers. <http://www.ithaca.edu/intercom/article.php/20070907112924237> (see below)

At the CommUnity picnic following Convocation, new reusable beverage mugs were distributed to all first year students (and more than a few other members of the campus community who attended that great picnic!) and inexpensive recyclable mugs are available for sale in the food retail areas or at the Bookstore. Both the Bookstore and Dining Services also sell refillable Nalgene®-style bottles which are great for holding cold beverages without fear of plasticizers and other chemicals leaching into your drink (uck!).

Reusable beverage containers are readily available and using them regularly presents real economic value, too! Filling your reusable mug or Nalgene® bottle gets you a 15¢ purchase discount every time you purchase a refill of fountain soda or coffee. Request a free Green Mountain / Ithaca College Coffee Club and get it stamped each time you purchase Green Mountain coffee at College retailers - buy 10 refills and your 11th cup is free. And of course, get “SPOTTED” using your reusable mug and you can receive a free refill!

You do the math: reusing your mug helps “green” the planet and saves you some “green,” too!

Have you been spotted?

09/10/07

Contributed by Julie Whitten

Ithaca Dining Services and The Resource and Environmental Management Program (REMP) will once again be hosting the Spot-A-Mug campaign!

For the entire semester, REMP and Dining Services seek out and “spot” students who use a refillable mug on campus, and present them with a coupon redeemable for one 16oz. coffee at Grand Central, IC



Square Food Court, Sub Connection, The Café at the Park School, or the CHS Coffee Cart. This is to reward the IC community for good habits in sustainability and environmentalism.

The reason for this campaign is simple: every year, Americans throw away 25,000,000,000 Styrofoam coffee cups. All of this waste could easily be reduced simply by using reusable mugs. Energy use, landfill space, greenhouse gas emissions, and much more are all implicated in wasting Styrofoam or paper coffee cups. To show that you care, invest in a reusable mug. If you haven't picked up a recyclable coffee mug yet, they are on sale at IC Square Food Court for \$1.99. In addition, Sodexo donates \$.15 from the proceeds of every mug sold to the National Fish and Wildlife Foundation.

Keep your mug with you whenever you go out for coffee—you can be spotted and rewarded anytime!

For more information on the program, please email us at irecycle@ithaca.edu.