



**Special points of interest:**

- Become a contributing member!
- Rural Road Cleanups - A Success!
- Next Hazardous Waste Collection Day Scheduled—April

534-8100

KEEP NORTH PLATTE & LINCOLN COUNTY BEAUTIFUL  
**Beautiful News**

www.keepnorthplattebeautiful.org

## The City of North Platte an Innovation Award Finalist for Borrow A Bike Program

At the 2003 Keep America Beautiful National Conference, *The City of North Platte and their creative partnership program 'Borrow A Bike'™* was one of the top three finalists out of 500 KAB affiliates cities. Look for the Borrow A Bike Program to return in 2004 . Watch for the Kick Off activities at the NP Rec Center in the spring.



KNPLCB Directors Sara Morris and Angela King accept the President's Circle Award from Ray Empson, President of Keep America Beautiful. NP/LC Citizens receive this for outstanding efforts in litter prevention, recycling and community beautification programs  
**CONGRATULATIONS!**

**Did You Know?**

In 2003 KNPLCB volunteers cleaned 365 miles of roads in Lincoln County!  
 We pay our volunteer organizations for every mile cleaned from a grant awarded from the Nebraska Department of Environmental Quality.  
 Groups interested in participating should call 534-8100.

**Trivia Question:**

(see page 2 for answer)

How much trash is generated by Americans between Thanksgiving and New Years?

KNPLCB *will be at the Home Show*

*Jan. 31–Feb. 2nd  
 Tour the frightening 'Litter' Garden. See what's been lurking in your environment.*



Philip Parrish helping his Messiah Youth Group with their cleanup finds a \$50 bill. He donated it to his group's project!

Are you using the Yellow Top Newspaper Bins ?

They are FREE to NP collection route residents! Call 534-8100

FACT: If Americans recycled just one-tenth of their newspapers, we would save 25 million trees a year!

**Gift the North Platte/Lincoln County Environment  
 Become a member of Keep North Platte/Lincoln County Beautiful**

Please Print:

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Home # \_\_\_\_\_ Business # \_\_\_\_\_ Email \_\_\_\_\_

I would like to be a volunteer. Notify me of opportunities.

I would like to become a donating member.

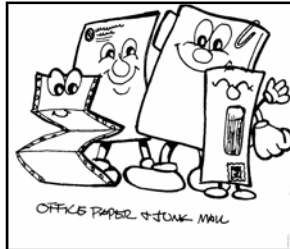
Membership categories:	Year	3 Years
___ Student/Senior Citizen.....	\$ 10.00	\$25.00
___ Individual/Family.....	\$ 25.00	\$65.00
___ Business/Benefactor .....	\$250.00	

# NPHS Students Recycle

## Welcome!

North Platte Public Schools Art Club have initiated a paper collection activity throughout the school. Recycling containers are in each classroom. Art Club students collect the boxes and prepare the collection for pickup on Thursdays.

Sponsor: Dan Wright

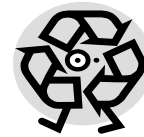


## “Cycling is Fun”

Re-cycling—we mean!

A familiar symbol—the three “chasing arrows”. Always associated with recycling it can mean different things to different people. Some see it as representing the “3 Rs” - reduce, reuse and recycle. Others contend that it refers

to the recycling process of manufacturing, using/consuming, and re-manufacturing. Both are correct—but non of the arrows will work if we don't - Buy Recycled. Look for the percentage of recycled content in the paper products that you purchase. Even a 10% content encourages the manufacturing world to continue to use recycled material. Get in the habit of reading labels. If the item is a bit more expensive—think of the money as a donation to saving resources for the future. The Environmental Defense Fund likens recycling without buying recycled to hitting a home run and stopping on second base.



A few simple rules for all collection sites:

1. Plastic Lids cannot be recycled—throw in garbage.
2. Don't deposit your recycling in plastic or paper bags. Recycling center workers must take extra time to rip open the bags and dump out the recyclables. Empty the bag in the proper container and dispose of bag at home.
3. Plastic containers MUST have a #1 or #2 stamped in the recycle triangle found on the plastic item. No other plastic is recyclable in North Platte.
4. Do not recycle used paper towels, paper plate/cups, used tissues/napkins, pet food bags, charcoal bags, waxed paper, photographs, gift wrapping paper.

## Gift the North Platte Environment

### Become a member of KNPLCB

Sign up for:

- Club presentation on the Great American Cleanup
- Club or Individual Adopt—A—Spot Program
- Businesses - Enter With Pride
- Education—Classroom visits by KNPLCB mascot
- Household Hazardous Waste Collection Information
- Presentation on Recycling
- Groups volunteering to do Trashwalks

Mail this form to KNPLCB

or e-mail [knplcb@yahoo.com](mailto:knplcb@yahoo.com)

Name \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Questions: Call 534-8100

A clean and beautiful North  
 Platte  
 and Lincoln County

Phone \_\_\_\_\_

Signature \_\_\_\_\_

## KEEP NORTH PLATTE & LINCOLN COUNTY BEAUTIFUL

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 North Platte, NE 69101  
[www.keeppnorthplattebeautiful.org](http://www.keeppnorthplattebeautiful.org)

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## Inside Story Headline

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This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World

Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publica-

tion. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



*Caption describing picture or graphic.*

## Inside Story Headline

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This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally,

you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial.

***“To catch the reader’s attention, place an interesting sentence or quote from the story here.”***

You can also profile new employees or top customers or vendors.

## Inside Story Headline

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This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



**Caption describing picture or graphic.**

Keep North Platte & Lincoln  
County Beautiful

PO Box 313  
715 S. Jeffers  
North Platte, NE 69103

*Keep North Platte & Lincoln County Beautiful* is heading into its 26th year of educating the community about environmental issues. Our organization promotes beautification, litter reduction and waste minimization. Contact us to have an environmental program created for your school or organization!

**YOU** can become a contributing member. Simply fill out the enclosed form and return to KNPLCB.



### Trivia Answer:

#### Keep that holiday 'waste' line trim!!!

Americans generate 25% more trash—25 million extra tons—between Thanksgiving and New Years than at any other time of year.

1. Save gift wrap for art projects, drawer liners., etc.
2. Use gift bags.
3. Give old cards to the Senior Center
4. The UPS Store takes packing, bubble wrap, peanuts.
5. Give the gift of time

#### Give the Earth a Gift all Year! Recycle!

Ink Jet and laser cartridges old cell phones  
Green Barrel at KNPLCB door 3rd floor 715 S Jeffers

#### 24 Hour Paper Recycling Sites:

United Methodist Church: E/McDonald

Senior Citizens Center: 900 E 10th

Our Redeemer Lutheran Church: McCabe/Bryan

Or

Regional Recycling 810 East 7th: 9 am to 1 pm M-F  
9 am to 12 noon Sat.

## Household Hazardous Waste Collection Date Set

For the 6th year, *Keep North Platte & Lincoln County Beautiful* will host a **FREE** household hazardous waste collection this spring.

The date has been set for **April 24, 2004** from **9am—1pm** 1402 N Sycamore

At this collection, residents can bring in old paint products, batteries, herbicides and pesticides to be properly disposed of.

We will continue to accept old computers, printers and accessories. As is the past, there will be a **\$3 charge** for monitor disposal, but all other peripherals will be **FREE**.

The Fall 2003 cleanup resulted in 36220 pounds of paint and other hazardous materials being properly disposed.

Used oil s collected at **Haz Day** but did you know? **IMA Oil Drop** program runs year round. Dispose of used oil at the **Transfer Station or Public Service Building FREE**

