

# Spring cleaning with the Green Disposal Guide

## Media kit

[The Green Disposal Guide](https://www.hennepin.us/green-disposal-guide) (GDG) is Hennepin County’s online tool for residents, helping them quickly answer the question, “How can I get rid of this item?” The user then chooses from a variety of disposal options, with the most environmentally friendly option presented at the top of the list.

Spring cleaning is a time when many people need a tool like the GDG, when they’re decluttering and wondering how to get rid of stuff. To take advantage of spring cleaning, we will promote the GDG in March to connect residents to this mobile, handy, easy-to-use tool.

[hennepin.us/green-disposal-guide](http://www.hennepin.us/green-disposal-guide)

## Spread the word

Please share this messaging with the communities you work with. You can download promotional assets below.

* Use the sample newsletter article to share on your organization’s website or in your newsletters. These are editable so you can customize the length or message.
* Use the sample social media posts to share through your social media channels. These are editable so you can customize the message and website.
* Follow and reshare messages posted on the Hennepin County Environment and Energy social media channels: [Hennepin Environment on Facebook](https://www.facebook.com/HennepinEnvironment/), [Hennepin Environment on Instagram](https://www.instagram.com/hennepinenvironment/), and [@hennepinenviro on Twitter](https://twitter.com/HennepinEnviro)

## Contact

For more information about the Green Disposal Guide, contact:

* Christina Schmitt, environmental communications and outreach, christina.schmitt@hennepin.us

# Promotional materials

**Images available:** [Green Disposal Guide website on iPhone](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring1-GDG-iPhone) (JPG), [string lights](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring2-StringLights) (JPG), [helium tank](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring3-helium-tank) (JPG), [furniture-chair](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring4-furniture-chair) (JPG), [latex paint](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring5-latex-paint) (JPG), [fluorescent bulb](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring6-light-bulb) (JPG)

To use images and graphics: Open image in your browser. Then right click on image and select Save picture as.

**Sample newsletter and social media posts**: Text and suggested images are below

# Sample newsletter article

## Spring cleaning made easy with the Green Disposal Guide

Spring cleaning means it’s time to declutter. But what are you going to do with all that stuff? Check out Hennepin County’s [Green Disposal Guide](https://www.hennepin.us/green-disposal-guide). Find information on the best way to recycle, reuse or dispose of items in your home.

[Hennepin.us/greendisposalguide](https://www.hennepin.us/green-disposal-guide)

Some of the common items that you can get tips for on the [Green Disposal Guide](https://www.hennepin.us/green-disposal-guide):

* [**Fluorescent bulbs**](https://www.hennepin.us/green-disposal-guide/items/light-bulbs-fluorescent) contain mercury and should be brought to a hardware store that recycles them or a drop-off facility.
* [**Latex paint**](https://www.hennepin.us/green-disposal-guide/items/paint-and-cans-latex): No longer your color? Recycle unused paint at a PaintCare retail drop-off site near you, or you can bring them to a drop-off facility. Empty cans can go into the garbage.
* **Rethink helium tanks**. Before you buy, check out their take back policy before you buy one to blow up balloons for your kid’s birthday party. Better yet, rent instead of buy

* **[String and holiday lights](https://www.hennepin.us/green-disposal-guide/items/string-holiday-lights)** burn out and should be brought to a drop-off facility. Do NOT put them in your curbside recycling. They’re tanglers that can gum up recycling machinery
* [**Furniture**](https://www.hennepin.us/green-disposal-guide/items/furniture-wood-plastic-upholstered), if it’s gently used, should be donated, sold or given away. Not reusable? Then it’s garbage and not recyclable. Check with your curbside waste hauler for pick up options.

Learn how to get rid of other stuff on the [Green Disposal Guide.](https://www.hennepin.us/green-disposal-guide) Questions? Contact environment@hennepin.us.

# Social media posts

**Post 1:**

Spring cleaning! When you’re decluttering, check out the Green Disposal Guide to find places to donate stuff, get rid of household chemicals, old paint and more. [www.hennepin.us/greendisposalguide](http://www.hennepin.us/greendisposalguide)

Suggested image: [Green Disposal Guide website on iPhone](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring1-GDG-iPhone) (JPG)

**Post 2:**

Lights out. Fluorescent and LED bulbs should be brought to a hardware store that recycles them or a drop-off facility. Learn more on the Green Disposal Guide <https://www.hennepin.us/green-disposal-guide/items/light-bulbs-fluorescent>

Suggested image: [fluorescent bulb](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring6-light-bulb) (JPG)

**Post 3:**

Latex paint no longer your color? Recycle unused paint at a PaintCare retail drop-off site near you, or you can bring them to a drop-off facility. Empty cans can go into the garbage. Learn more on the Green Disposal Guide. <https://www.hennepin.us/green-disposal-guide/items/paint-and-cans-latex>

Suggested image: [latex paint](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring5-latex-paint) (JPG)

**Post 4:**

Rethink helium tanks. Before you buy, check out their take back policy before you buy one to blow up balloons for your kid’s birthday party. Better yet, rent instead of buy. Learn more on the Green Disposal Guide.

Suggested image: [helium tank](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring3-helium-tank) (JPG)

**Post 5:**

String and holiday lights burn out and should be brought to a drop-off facility. Do NOT put them in your curbside recycling. They’re tanglers that can gum up recycling machinery Learn more on the Green Disposal Guide: <https://www.hennepin.us/green-disposal-guide/items/string-holiday-lights>

Suggested image: [string lights](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring2-StringLights) (JPG)

**Post 6:**

Redecorating? Gently used furniture should be donated, sold or given away. Not reusable? Then it’s garbage and not recyclable. Check with your curbside waste hauler for pick up options. Learn more on the Green Disposal Guide: <https://www.hennepin.us/green-disposal-guide/items/furniture-wood-plastic-upholstered>

Suggested image: [furniture-chair](https://www.hennepin.us/-/media/green-guide/GDG-promo/gdg-spring4-furniture-chair) (JPG)