



## City of Spartanburg

### FAQ's for "Recycle & Win" Contest

September 2012

1. **What is Recycle & Win?**

Coca-Cola is promoting good recycling practices throughout the city of Spartanburg and randomly rewarding citizens.

The curbside program focuses on rewarding residents who recycle properly with \$50 Gift cards from BI-LO.

There is also an online program for all residents of Spartanburg which involves an online pledge for your chance to win a BI-LO gift card.

Coke is sponsoring this initiative to increase awareness for recycling, to increase recycling rates and educate all Spartanburg citizens on the proper way to recycle.

Coca-Cola, BI-LO, and the City of Spartanburg are involved in the program which starts on September 4, 2012 and runs through March 1, 2013.

For more information, call 864-596-3690 or visit [www.Spartanburgrecycling.com](http://www.Spartanburgrecycling.com) or [www.cokerecycleandwin.com](http://www.cokerecycleandwin.com).

2. **How can I participate in the curbside Recycle & Win program?**

All single-family homes in the Spartanburg city limits will receive an informational brochure with an opt-in sticker in the mail in late August. Residents interested in participating in the promotion should place the sticker on their recycling cart and place their cart, with the sticker facing the street, on the curb with eligible recyclables in it for a chance to win.

The Prize Patrol team will randomly visit neighborhoods throughout the city looking for recycling carts with opt-in stickers. If your cart has a sticker and contains proper recyclables, then you are eligible for a chance to receive a prize voucher in the mail.

The prize voucher will direct you to call a number to receive information on claiming your prize.

3. **Who is eligible to participate in the curbside Recycle & Win program?**

To be eligible you must:  
 Reside in the city of Spartanburg  
 Be 18 years or over  
 Have access to curbside recycling

Place a "Recycle & Win" sticker on your recycle cart  
Place the stickered cart (with sticker facing the street) on the curb on  
your recycling day  
Recycle properly

4. **Who is eligible to participate in the online Recycle & Win program?**

To be eligible you must:

Reside in a zip code serviced by the city of Spartanburg Public Works

Be 18 years or over

Pledge to recycle at [www.cokerecycleandwin.com](http://www.cokerecycleandwin.com)

5. **How will the program be promoted?**

The program will be promoted through direct mail, television, and other media outlets to be determined by the city of Spartanburg, Coca-Cola and BI-LO.

6. **When will the Prize Patrol be in my neighborhood?**

The Prize Patrol team plans to visit all areas of the city over the 6-month time frame. They will be doing this randomly each week so they could be in your area as soon as September 4 or as late as February of 2013.

The Prize Patrol team will randomly check recycling carts on the day your recyclables will be picked up.

7. **How does my cart qualify to win?**

To qualify the sticker must be on the cart and the items inside the cart must be proper recyclables. If a cart has the sticker but does not contain any recyclables, it will not qualify to win. The recyclable items may but do not have to be Coca-Cola branded products.

8. **How will I be notified if I have won?**

You will be mailed a qualifying prize voucher with instructions on how to receive your prize.

You will have 10 days to claim your prize.

The prizes are \$50 BI-LO gift cards redeemable at any BI-LO store. Coke will be giving out at least 150 gift cards throughout the six month-long program to Spartanburg residents. The gift cards are good for one year.

9. **What if I don't want people looking into my recycling cart?**

If you do not want the Prize Patrol to review your materials, do not place a sticker on your cart.

10. **What is the selection process? How can I win?**

The prize patrol team will make visits randomly all across the city looking for those recycling carts with opt-in stickers. If they select your cart and you have recycled properly, they will then send you a prize voucher in the mail. You simply call the number on the qualifying voucher and you will be directed as to how to redeem your \$50 gift card.

Only one prize per household may be redeemed during the promotional period.

11. **How will the Prize Patrol team be identified?**

They will be driving in a Recycle & Win identified vehicle.

12. **I saw the Prize Patrol team come after my recyclables were collected - when are you coming back?**

The Prize Patrol team will be visiting all areas of the city on a random basis so we can't tell you when they will be back again.

13. **Will the program run in accordance with the City's recycling program? How does this program change the City's recycling program?**  
Coca-Cola and BI-LO are running the program in accordance with all of the City's recycling practices, so there is no change to the City's recycling program.
14. **What if I don't get a sticker or lose it?**  
All BI-LO stores located in the Spartanburg city limits and the city of Spartanburg Solid Waste Division will have spare stickers.
15. **What items can be placed in the cart?**  
Only the following Items can be placed in the cart:
- Glass bottles and jars
  - Empty metal and aluminum cans
  - Paper
  - Boxboard
  - Plastic
  - Flat corrugated cardboard
16. **What times will they be out observing the recycling carts?**  
To ensure everyone has an opportunity to win, the Prize Patrol team will begin checking neighborhoods from 7 am to 5 pm when recycling trucks hit the streets.
17. **I do not have curbside recycling but would like to participate in the Recycle & Win program, am I eligible?**  
Yes, if you reside in the city of Spartanburg, then you can visit [www.cokerecycleandwin.com](http://www.cokerecycleandwin.com) to pledge to recycle for your chance to instantly win prizes.
18. **My neighbor won; does that mean you aren't coming back to my neighborhood again before the end of the promotion?**  
No, not necessarily. The Prize Patrol team will be randomly selecting areas in the city and yours may come up again at some point during the promotion.
19. **What benefits will the City of Spartanburg receive by partnering with Coca Cola on this initiative?**  
It is estimated that recycling rates will increase. Both Coke and the City will be monitoring the program to determine impact as the program progresses.
20. **What is the role of the City of Spartanburg in this promotion?**  
The city of Spartanburg approved a formal, six month agreement with Coke. The partnership supports the City's overall goal to increase residential recycling.
- The City's role is to:
- 1) Provide input and approval of educational materials to ensure consistency with the City's own materials
  - 2) Maintain the normal collection schedule for recycling
  - 3) Have knowledgeable customer service representatives to answer citizen calls about the program and direct them to Coke representatives as appropriate

21. How do I obtain a recycling cart?

