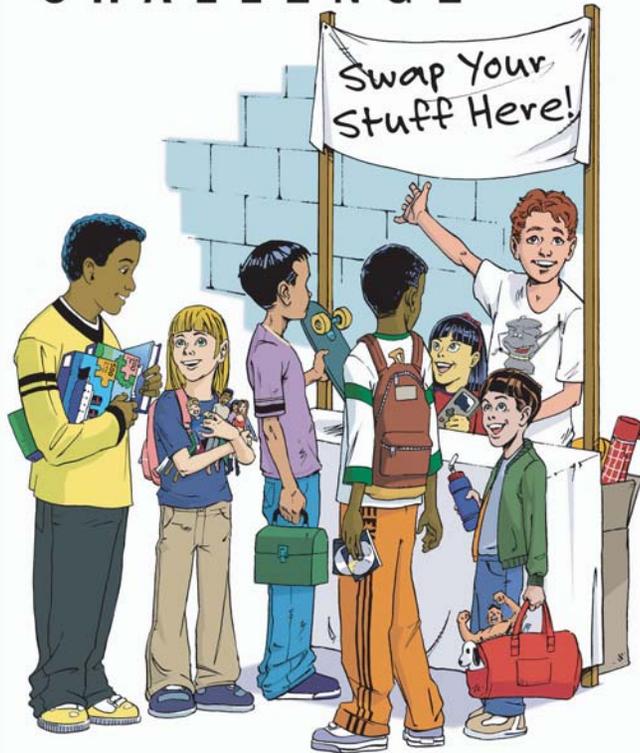


TrashMasters!™
REDUCE & REUSE
CHALLENGE



Elementary Division
Manhattan Borough
Winner

PS 199
Jessie Isador Straus

NEW YORK CITY DEPARTMENT OF SANITATION

2010 GOLDEN APPLE AWARDS

This certificate is awarded with the sincere appreciation and esteem of a grateful Department and City in recognition of your school's efforts to help make New York City shine.



City of New York, Michael R. Bloomberg, Mayor
Department of Sanitation, John J. Doherty, Commissioner
Bureau of Waste Prevention, Reuse and Recycling, Robert Lange, Director


John J. Doherty, Commissioner
June, 2010



New York City Department of Sanitation

Golden Apple Awards

Contest Submission

REDUCE & REUSE CHALLENGE

“Earth is the Place for Me”

Submitted by:

PS 199

270 West 70th Street

New York, NY 10023

April 2010

Table of Contents

Identification Sheet	2
<u>“Earth is the Place for Me”</u> By SS (Grade 2)	3
Reducing & Reusing at PS 199	4
Reduce & Reuse Projects List	
• Cartridges for Kids	5 - 6
• Halloween Costume Swap	7 - 8
• New Eyes for the Needy	9
• Cafeteria Transformation	10 - 11
• Haitian Relief	12
• Project Cicero Book Drive	13
• Sneaker Drive	14
• Wearable Collection	15
• Campaign To Recycle Bottle Caps With Aveda	16 - 17
<u>“Our Earth”</u> By SL (Grade 5)	18
<u>After</u> By AB (Grade 5)	19
****Cover Art By SM (Grade 5)****	

Identification Sheet

Contest Name: Reduce & Reuse Challenge

School Number: PS 199

School Name: Jessie Isador Straus

District: 03

Borough: Manhattan

Grade Division: Elementary

School Address: 270 West 70th Street
New York, NY 10023

Telephone Number: 212-799-1033
Facsimile Number: 212-799-1179

Principal: Katy Rosen
Contest Coordinators: Lauri Landry Scharankov
Rick Schulman
Laura Saimetz
Susan Sweet
Lisa Shulman
Theresa Di Cristi

School Custodian: Theresa Di Cristi
Participants: K – 5 children, teachers, parents
and school staff

Earth is the Place for Me

By SS (Grade 2)

Earth is the only planet with life
and space is very dangerous.

Earth has plants, and plants give life,
so don't go rocketing off.

This is the place for you and me,
light, and everything living.

Reducing & Reusing at PS 199

We see this as just the beginning.

Our Goal this year has been to work together to reduce and reuse at PS 199 and keep as much as possible out of the landfills. We feel very proud of the involvement by the entire PS 199 community. Projects have run for a week, a month, a year and some will continue permanently at the school. We are continuously striving to introduce new programs to further enlighten the children about the importance of reducing our negative impact on the earth. Ideas, accomplishment and inspiration have come from our children, the teachers, parents and the school staff.

Cartridges for Kids



What We Wanted to Accomplish

This drive was organized by a determined PS 199 parent to find an electronic recycling program for cell phones, laptops and other personal electronic devices.

What We Achieved

After some research, we determined an organization called "Cartridges for Kids" not only responsibly recycles and reuses small electronics but they also pay a cash reward to the school's PTA for the delivered items.

The Cartridges For Kids program was initiated and publicized to the PS 199 student body and their families via Yahoo newsletters, Kidmail and posters in the school. The community responded by depositing their used, unwanted or old cell phones, inkjet and laser jet printers, cartridges, laptops, ipods, PDAs, video games and consoles, digital cameras, DVDs, GPS devices, and calculators.

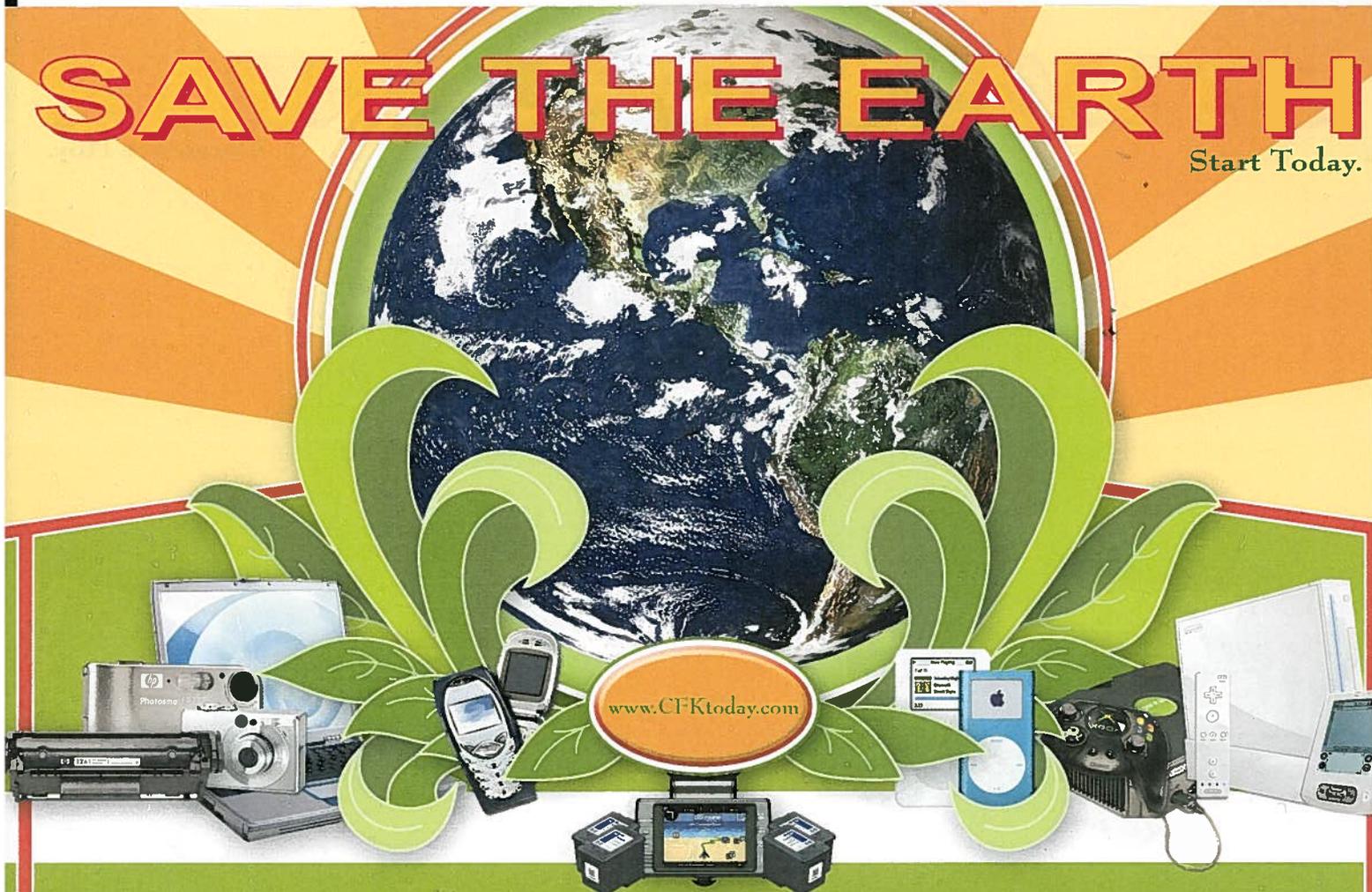
To incentivize and motivate the school body a collection drive was initiated in January 2010 and a 6 week deadline was announced. The goal was to collect 100 used cell phones within a six week period. Collection boxes were made for the school lobby and for some of the larger apartment buildings in the neighborhood. One parent checked the boxes regularly, collecting and storing the items. Posters were made to promote the collection efforts. Announcements were also disseminated through PS 199 Healthy Child/Healthy Planet Yahoo newsletters, neighborhood apartment building "intranets", and on other notable websites and blogs including "Earth 911", "Ecoplum.com", "Ecoclub" and Facebook and Twitter.

A kindergarten and a second grader helped sort and count the items as they came in. As the deadline drew near, a second grade eco club member posted a sign in the school yard and tracked the daily countdown to the goal. The goal was reached with 102 cell phones! As a result of the school wide drive the PTA received a bonus of \$50.00 for reaching and exceeding its goal. In addition to the bonus, the electronics amassed during this period netted the school an additional \$193.95. For achieving our goal and for helping the environment, we were sent an award certificate which has been proudly shared with the school.



SAVE THE EARTH

Start Today.



Help us **EARN CASH** by bringing these recyclable items to our school/organization:

- Used Cell Phones
- Digital Cameras *(Include all accessories)*
- Video Game Consoles *(Include all accessories)*
- Laptops *(Include power cords)*
- Video Games *(Include case)*
- PDAs/Palm Pilots *(Include all accessories)*
- Empty Inkjet Cartridges
- iPods *(Include all accessories)*
- GPS Systems
- DVD Movies *(Include original packaging)*

These items can be collected from:

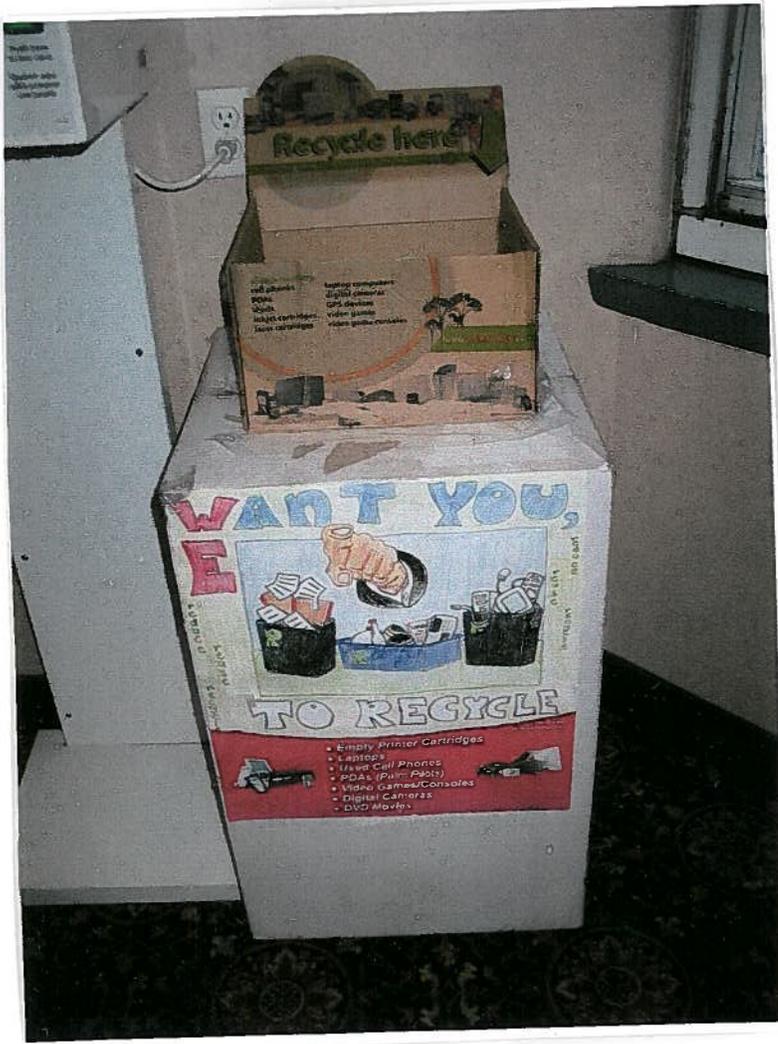
Home • Work • Businesses • Family • Neighbors • Friends

Collecting items year-round.



www.CFKtoday.com

email: contact@cartridgesforkids.com 800-420-0235



Green Facts

From Cartridges for Kids website

- The average American cell phone user owns three (3) or more expired cell phones.
- The average American consumer only uses their current cell phone for 12-18 months.
- In a recent survey, only 2.3% of Americans recycled their old cell phones.
- Over 70% of Americans do not even know they can recycle their old phone.

Please recycle your cell phone in our collection box just inside the front entrance and help PS199 earn \$!

October P.S. 199 Newsletter



Halloween Costume Swap



What We Wanted to Accomplish

To create a school wide 'swap shop' for outgrown or unwanted or unused Halloween Costumes.

What We Achieved

In October, the PS 199 Cafeteria became the center of excitement for the 1st Annual Halloween Costume Swap. A colorful flyer was sent home asking parents to drop off used or unwanted costumes the week before Halloween. Parent Volunteers sorted them by sizes. During a 3 day period, children were invited to 'shop' in the cafeteria after school. There was also a "miscellaneous" box for separate costume pieces (even if the children knew what they were going to wear it was fun to add on some extra

embellishments!). The unclaimed costumes were given to the assistant principal for use by any child who didn't come dressed up for the annual school Halloween parade so everyone who wanted to could join in the fun. After that, the unclaimed, unused costumes were added to the recycled clothes bin. Nothing was wasted or thrown out and everything was free. It was a great success and we plan to continue the tradition

Are your kids dreaming right now of what they will be for Halloween?



Does your house already have a pile of gently-used Halloween costumes that could go to a new home?

please join us for PS 199's (1st ever!) Halloween Costume Swap

In order for this event to be successful, we need families to give costumes and we need families to take costumes! (You can be one or the other or BOTH!)

Dropper Offers (mark your calendars):

From Monday Oct. 5th through Friday Oct. 9th,
there will be boxes in the PS 199 lobby for costume collection.

Your donation of gently-used costumes should be clean, as complete as possible (wands, masks, etc.), with size clearly marked.

Picker Uppers (mark your calendars):

On Tuesday, Oct. 13th from 8-9am and 3-4pm*

in the PS 199 cafeteria *(while supply lasts!)

Come, "shop" for and choose a costume. Then take it home!

This absolutely FREE event is being sponsored by the PTA

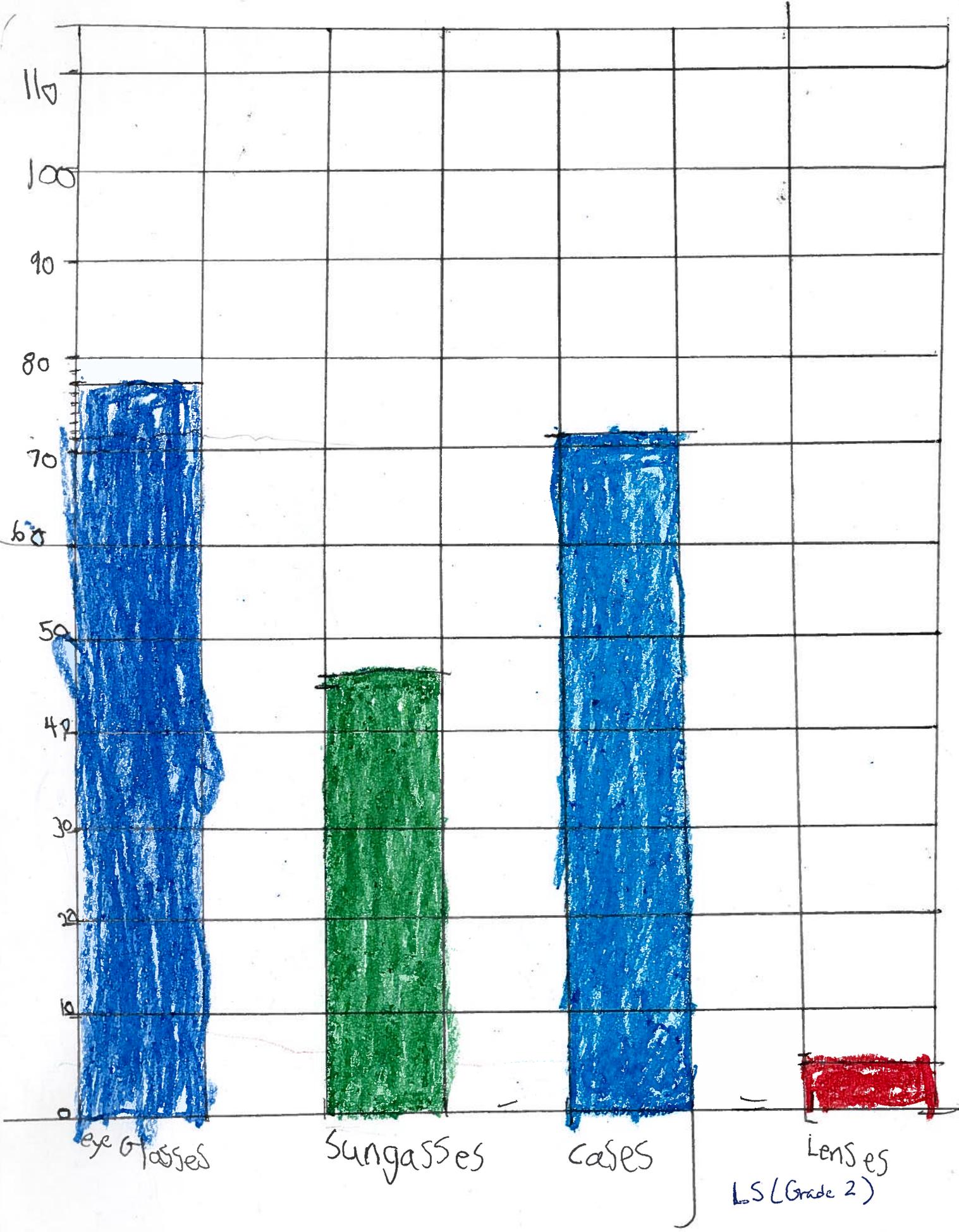
New Eyes for the Needy

What We Wanted to Accomplish

At the suggestion of a parent member of the Healthy Child/Healthy Planet School Committee, we organized a school wide collection of used eyeglasses, lenses and eyeglass cases. These items are part of the "New Eyes for the Needy" program to improve vision of underprivileged children and adults in the United States and around the world. In an effort to expand the children's awareness beyond their community, this organization was chosen because they have a long history of helping people with visual impairment needs in 56 countries around the world. The "New Eyes" organization, together with institutions like PS 199 has proudly helped over 6 million people to date.

What We Achieved

A drive period was established and promoted to students, families and their friends to donate used eyeglasses, frames, lenses and eyeglass cases for reuse. The drive period lasted approximately 6 weeks. For five weeks in the Fall a collection box, decorated by a kindergarten and second grade student was stationed in the school lobby. Half page project announcements went out in the school wide 'Kidmail' system as well as through our school wide e-mail to alert families to the glasses drive. At the conclusion of the drive a small group of children helped sort and categorized the collected items by sunglasses, prescription glasses, lenses and cases and a graph was made to chart the specific donations. 128 pairs of glasses and 71 cases were collected and shipped to the NEW EYES FOR THE NEEDEDY facility in Short Hills, NJ where volunteers processed and channeled the donated items to those in need.



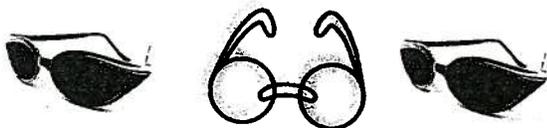
New Eyes For The Needy-Eyeglass Recycling Program

New Eyes for the Needy is a not-for-profit program designed to improve the vision of those in need by providing new glasses in the U.S. as well as recycling donated glasses for distribution overseas. The organization based out of Short Hills, N.J. was founded in 1932 and has since helped more than 7 million visually impaired people worldwide. New Eyes for the Needy collects items to resell and then uses the proceeds to purchase new glasses for in need U.S. residents.

For every \$60 raised from the sale of donated items,
New Eyes can help a needy resident of the U.S.

Items accepted are:

Plastic eyeglasses, Reading glasses, Sunglasses,
Metal eyeglasses, Pairs of prescription lenses, and Eyeglass cases



**The dates for the collection are
Monday October 26th thru Friday November 6th
There will be a box for collection in the PS 199 Lobby**

If you have any questions please contact Rick Schulman at: schulmanr@aol.com





Bringing Vision to the U.S. and the World

*"How wonderful it is that nobody
need wait a single moment before
starting to improve the world."*

Anne Frank

Dear Friends,

Thank you for your support of New Eyes for the Needy's programs to improve the vision of poor children and adults in the United States and around the world. For 77 years, New Eyes has been committed to giving clear sight to those most in need by providing a basic pair of eyeglasses.

Donations of dollars, jewelry, watches, giftware, hearing aids and precious metal scrap as well as grants, special events and corporate gifts combine to fund our U.S. program, which buys new prescription eyeglasses for disadvantaged children, adults and senior citizens using a voucher program.

Donated used eyeglasses are tested and sorted by some of our 250 adult and student volunteers for distribution by large charitable organizations and small medical missions in the Caribbean, Central and South America, Africa, Asia and Central Europe. To date, New Eyes has helped 6,500,000 people in 56 countries to see clearly.

We are grateful for your partnership in our work to bring clear sight to those most in need in our own country and overseas.

Sincerely,

A handwritten signature in cursive script that reads "Clelia Biamonti".

Clelia Biamonti, PhD
President

Donation of 128 pairs of eyeglasses _____ hearing aid(s)
_____ jewelry/watches _____ cash donation

If applicable to your situation, contributions are recognized by the Treasury Department as an allowable tax deduction, the value to be set by you, the donor, or your appraiser. New Eyes for the Needy did not provide goods and/or services in exchange for the donation. Information is filed with the Attorney General of the State of New Jersey call 973-504-6215. Registration with the Attorney General does not imply endorsement.

Cafeteria Transformation

What We Wanted to Accomplish

The goal was to reduce the amount of waste being disposed of on a daily basis from the school cafeteria.

What We Achieved

Last spring a 'green' minded second grade class introduced milk carton recycling into our cafeteria. The children called it the 'recycling shuffle'. That was the inspiration for the additional changes that were introduced with the help of a very supportive school administration and janitorial staff.

First, liquid collection stations were set up beside trash and recycling bins. The children now empty the left over milk and juice so the containers can be deposited in collection baskets for recycling. They are encouraged to dispose all recyclable materials in the correct receptacles so the amount of "Trash" is reduced as much as possible. At the beginning of the year we were averaging 12 bags of garbage a day. We are now consistently averaging only 4 and 6 bags per day.

Second, starting the first week of the new school year, sugar cane, compostable lunch trays were introduced for use by all students. With a supplemental payment by our PTA, a substitute for Styrofoam was found. Along with concerns about the damaging effects of eating off Styrofoam, the intention was to keep these trays out of our local

landfills. The sugar cane trays we are currently using are completely compostable and we are currently working toward a long term composting arrangement.

Third, we implemented the DOE's school food programs of "Flip, Tap and Stack". Parent volunteers were enlisted to show the children the procedure. Colorful signs were made by the students and posted in the Cafeteria to reinforce and encourage the new processes. They adapted quickly to the new system and separate their refuse correctly and consistently with a mindful eye toward reduction and reuse.

As part of a school project, a kindergarten class created a film to the song "Man In the Mirror". It began with each child offering their ideas on how to help the planet. Then they demonstrated the Flip, Tap and Stack process in the cafeteria. For the finale, the children showed off the self portraits they created as a sign of their commitment to "Be the Change".

"Man In The Mirror" *By Michael Jackson*

*I'm Gonna Make A Change,
For Once In My Life
It's Gonna Feel Real Good,
Gonna Make A Difference
Gonna Make It Right . . .*

*I'm Starting With The Man In
The Mirror
I'm Asking Him To Change
His Ways
And No Message Could Have
Been Any Clearer
If You Wanna Make The World
A Better Place
(If You Wanna Make The
World A Better Place)
Take A Look At Yourself, And
Then Make A Change
(Take A Look At Yourself, And
Then Make A Change)*

FIRST FLIP IT
THEN TAP IT

AND Finally
STACK IT

TO SAVE
SOME OF
THESE



FLIP

TAP softly!!!

STACK
GoGreen!



"FLIP" your tray
"TAP" the garbage off!

STACK your tray

The amount of a lunch tray
STACK IT
FLIP IT
TAP IT
Be Green!



FLIP your tray
"TAP" the garbage off!



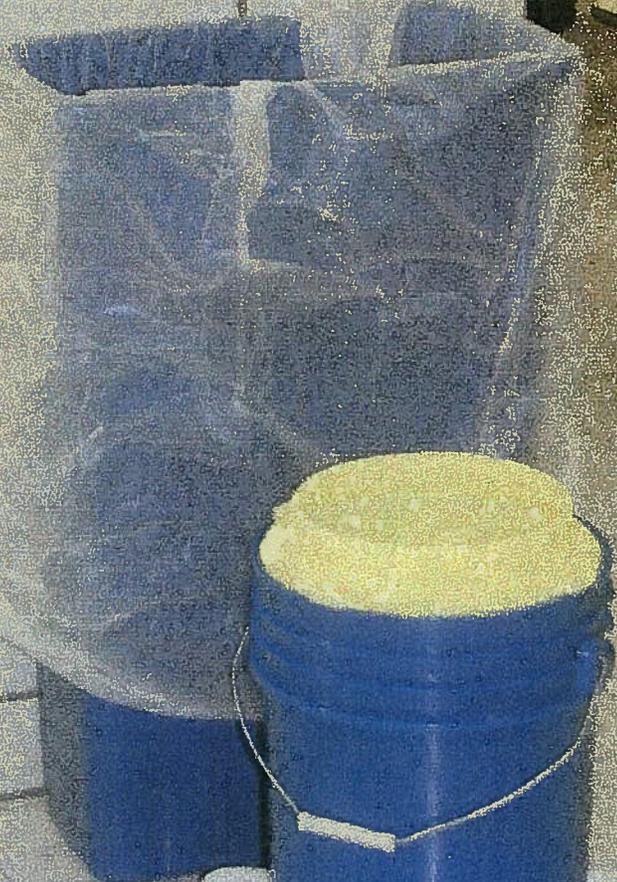
STACK your tray



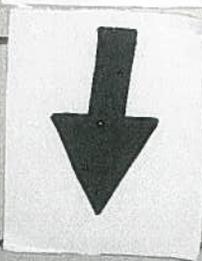
play60



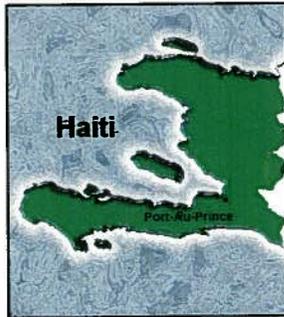
Recycle Here



FLIP IT
Tap It
STACK IT
RECYCLE!
Go Green!
EGO



Haitian Relief



What We Wanted to Accomplish

When the earthquake hit the people of Haiti, the PS 199 community organized a relief collection.

What We Achieved

With the help of two aid organizations, Fleureg and Forgotten Children of Haiti, the children and parents of PS 199 collected used clothing, second-hand stuffed animals and toys and used household items such as tarps, beach umbrellas, sleeping bags, tents and crutches and walkers. A group of school children sorted and boxed the donations so they could be transported to a church in Queens where their volunteers did the difficult work of sorting and shipping the goods to those in need. This relief effort was a wonderful opportunity for the PS 199 children to give something of their own to children who lost everything while learning about the possibilities of effective reuse. Stuffed animals turned out to be one of the largest categories of the collected items.





WE CAN HELP HAITI. WE CAN PROVIDE HOPE.

Regine Vincent Bonet, a neighbor of PS 199, is the first generation of her family to be born and live in the U.S. Many of her family are still in Haiti. She has yet to hear from some of those family members - since the devastating earthquake – to know if they are safe.

Ms. Vincent Bonet runs an organization called *Fleurreg* which is partnered with *The Forgotten Children of Haiti*.

She has asked PS 199 to help her help Haiti.

Her wishlist includes:

(new/unused)

Canned foods

Can openers!

Dry goods

Soap

Toothbrushes

Band-aids, Antibiotic ointment

Tea lights

(clean, gently used)

Clothing

Shoes

Blankets

Sleeping supplies

Tenting equipment

Kitchen utensils

Stuffed animals! (will be loved)

Ms. Vincent Bonet, along with her partnered organization, will take everything we collect to Haiti and hand out our donations in the streets. It is as direct a donation as there can be.

PS 199 will have boxes in the lobby for collection of these items all next week: Tuesday, January 19th through Friday, January 22nd.

As always, thank you for your kindness.

communityinneed@ps199pta.org





Project Cicero Book Drive

What We Wanted to Accomplish

Project Cicero offered us the opportunity to be a part of bringing books to classrooms and libraries for underserved Public Schools in New York City.

What We Achieved

As part of a sharing arrangement with Project Cicero, used children's books were collected during the month of January. Students were asked to donate gently used books that they had outgrown so they could be passed along to other children in New York City. Our librarian, a parent and the school's security guard spearheaded the drive. The children helped to sort the books into categories of fiction and non-fiction, then they helped box them for shipping. 10 -12 boxes of books were collected for this wonderful cause. This is an annual event.

EXECUTIVE COMMITTEE

Co-Chairs	Laureine Greenbaum Susan Robbins Silda Wall
Members	Lynn Abraham Rona Berg Andrea Labov Clark Roz Edelman Emma Edelson Peggy Ellis Linda Gelfond Patricia Langer Ellen Hay Newman Cynthia Rothman Jeryl Rothschild Carrie Silberman
Student Chairs	Tory Edelman Claudia Gelfond Lily Newman Sophie Novack Elyssa Spitzer

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Kimberly David, Teach For America New York

PARTICIPATING PUBLISHERS

Candlewick Press	Marshall Cavendish
Clarion Books	Oxford University Press Inc.
Farrar, Straus & Giroux Books for Young Readers	Penguin Young Readers Group
Harcourt Trade Publishers	Prentice Hall Press
HarperCollins Publishers	Random House Children's Books
Hyperion	Scholastic Inc.
Lee & Low Books	Simon & Schuster Books for Young Readers
Touchstone Center for Children Inc.	

PROJECT CICERO

is a not-for-profit partnership of The New York Society Library, Children for Children Foundation, Vornado Realty Trust, *The New York Post*, and First Book National Book Bank, in association with The New York City Teaching Fellows and Teach For America New York.

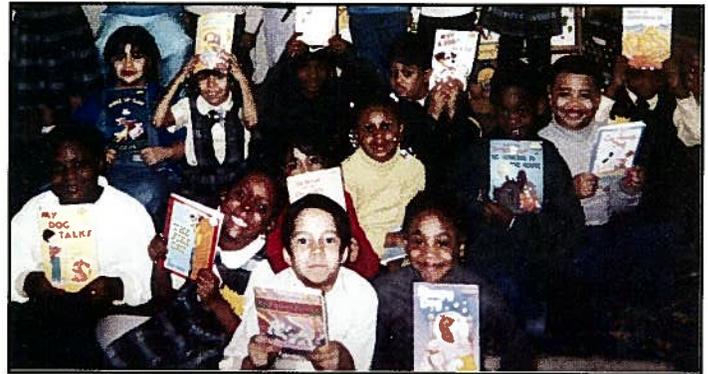
www.projectcicero.org

PROJECT CICERO

ANNUAL BOOK DRIVE

"A room without books is a body without a soul."

—Marcus Tullius Cicero



PROJECT CICERO

53 East 79th Street
New York, NY 10021
(212) 288-6900 x511
www.projectcicero.org



PROJECT CICERO



Sneaker Drive



What We Wanted to Accomplish

Our goal is to collect 200 pairs of used sneakers (last year we collect 162 pairs) and enable the reuse the material that would otherwise be discarded.

What We Achieved

In a partnership with NIKE's "Reuse-A-Shoe Program", sneakers that are collected are ground up and made into jogging tracks, playgrounds, court padding and court surfaces. At this moment we are in the middle of the second annual NIKE challenge. We hope that through these kinds of collection efforts we are introducing the children to the possibilities for recycling and reuse of all that is around them. The drive deadline is May 10th.

SOLE IN. PEACE OUT.

Drop 'em to stop 'em from becoming landfill waste.
They'll be recycled into materials used
in sports and playground surfaces around the world.



It is time again for PS199s annual old sneaker collection. We are teaming up with Nike Re-Use-A-Shoe again this year. Old sneakers will be collected through Monday May 10th. Please look through your closets and bring them in.

There is a box to the right of the entrance to school next to the Cartridges For Kids and Bottle Caps boxes.

Let's keep the sneakers out of the landfills. We will get them to Nike to grind up and make into surfaces for playgrounds and tennis and basketball courts.

For more info there is a great short video at: www.nikereuseashoe.com

Thanks,

The Healthy Child, Healthy Planet Committee

Any questions or comments email: HealthChildHealthyPlanet@ps199pta.

Wearable Collections



What We Wanted to Accomplish

The wearable collection drive offers a permanent bin for all unwanted garments and household fabric materials. We want to offer an outlet for reuse for materials that would otherwise be discarded.

What We Achieved

The PTA has acquired a permanent wearable collection bin for all used clothing and household towels and bedding and fabric. The items that are in good condition are passed along to families in need. The remaining materials are converted to rags or stuffing materials. Nothing is wasted and nothing goes to the landfill. This is an ongoing project. This organization has made a wonderful impact towards the reduction of textile waste that is discarded yearly. They also pay the PTA 5 cents for every pound the school collects. This money is returned to PS 199 for various projects.

A PS 199 PTA's Community In Need Event

WHAT: WEARABLE COLLECTIONS CLOTHING DRIVE

WHERE: PS 199 LOBBY

WHEN: Tues., Oct. 13th thru Fri., Oct. 16th



Consider bringing in your clean, gently-used to **really-used** clothing, shoes, handbags, pillows, towels, linens & more for collection.



Wearable Collections is leading the crusade to reduce textile waste in a city traditionally known for disposable, seasonal styles. The organization is dedicated to the collection of unwanted garments and clothing. **386 million pounds of textiles** enter the NYC waste stream annually, representing close to 6% of total waste. The clothing recycling industry prevents **2.5 billion pounds of post consumer textile waste** from entering our landfills and waste stream each year. On a national basis this industry recycles approximately 10 pounds per capita or 1,250,000 tons of post-consumer textile waste annually. When less materials end up in landfills we all are winners. However, on top of feeling good for taking a proactive stance on the environment, Wearable Collections will dedicate **5 cents** of every pound collected to the PS 199 PTA.

Wearable Collections accepts all used clean clothing as well as shoes, tights/hosiery/socks, handbags, hats, backpacks and belts...in any condition. They also accept clean household items such as curtains, linens, pillows and towels...in any condition. What cannot be reused or recycled for families in need will be converted into rags or stuffing materials.
(No carpet or stuffed/plush toys please!)
Thank you!!!!

Have any questions or any concerns?
Email: communityinneed@PS199pta.org

Campaign To Recycle Bottle Caps with Aveda



What We Wanted to Accomplish

PS 199 is very proud to be joining in the effort to collect and recycle bottle caps. These plastic items are ultimately repurposed into new packaging and this keeps them from entering our waterways and harming wildlife.

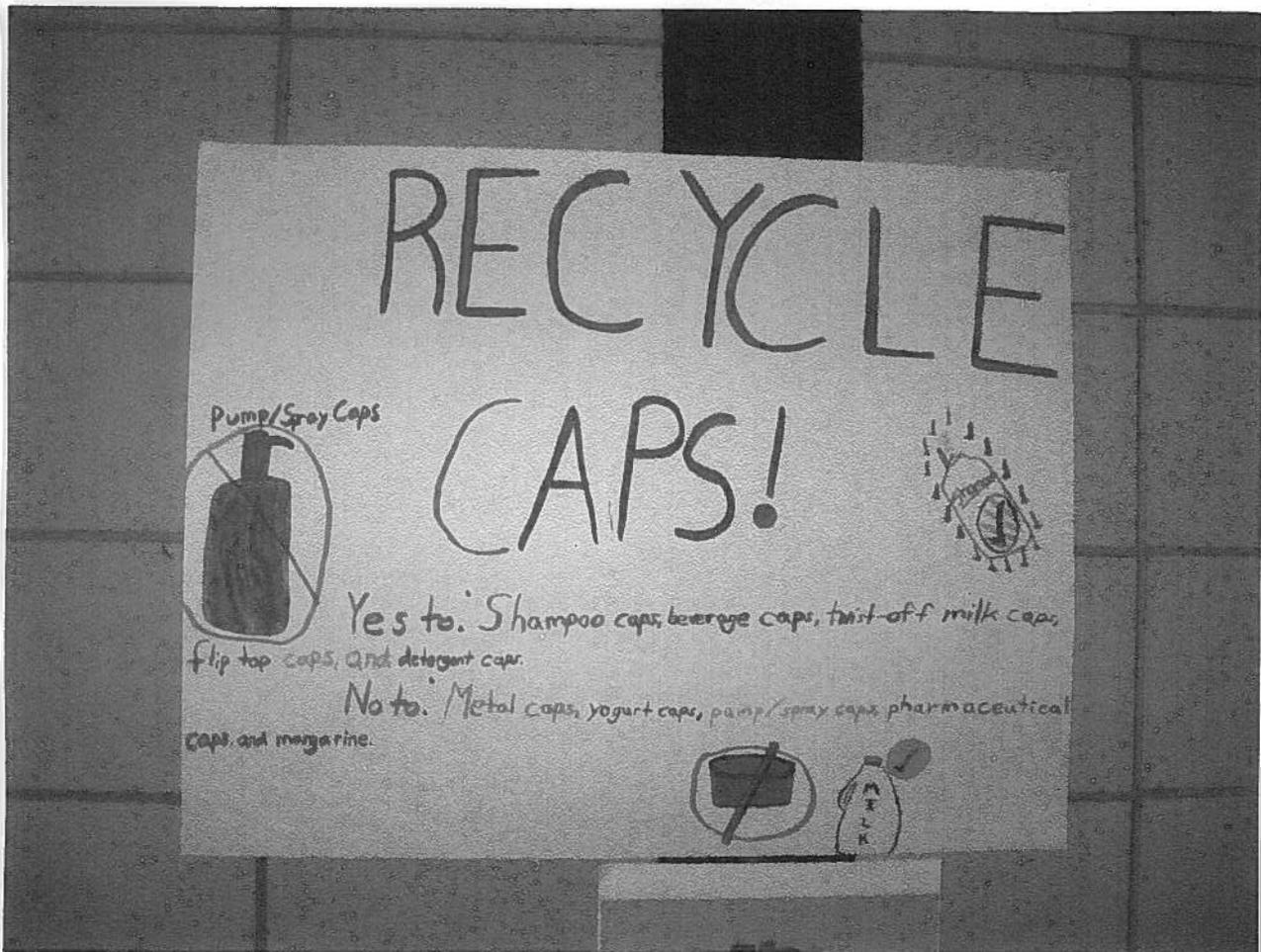
What We Achieved

This project has been led by the school eco club. An announcement about the collection was made by a student at the Earth Day Assembly and e-mail alerts have been sent to families to bring attention to the collection efforts. The eco club members have made collection bags for each classroom. Colorful posters made by the 5th graders have been placed around the school and at the main collection site. The eco club has divided up the responsibilities by grade; the kindergartners are sorting by color and size, the

second graders are keeping track of what has been collected. The older grades will be responsible for boxing and shipping them to Aveda for recycling. Many families are join in the collecting efforts.

As an example of how awareness is being built, one second grade teacher has instituted a rewards system. For every 1 to 5 caps the child brings in an award point is given.

These award points are accrued for "homework free nights" and other bonuses.





Earth Day Assembly

Thursday, April 22nd

Please join us at PS 199
8-8:20am for student songs,
reports and presentations in
the Auditorium.

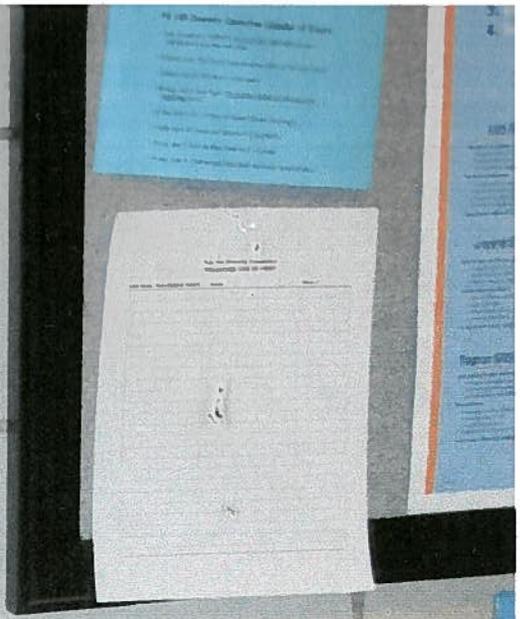
"Only if we understand can we care.
Only if we care will we help.
Only if we help shall all be saved."

--Jane Goodall

*English ethologist & zoologist
(1934 -)*

We will begin at 8am sharp.
Following the assembly, please escort your children to
the yard for their regularly scheduled pick up.

Sponsored by the PS 199 Library Media Center



OUR EARTH

By SL (Grade 5)

Come
And
Remember the
Earth

From it's
Oceans to
Rivers

The
Home of
Everyone

Everybody
Assure that we
Remember
This
Home

After



AB (Grade 5)