

“Empower” PSA script

Man: “I make a difference! I Reduce my green waste by grasscycling. I leave the clippings on the lawn and I compost my extra yard waste.”

Woman: “I make a difference! I purchase products with recycled content.”

Woman: “I make a difference! I Reuse! When I shop, I use a cloth bag. I just keep the bag in the car, it’s easy!”

Boy: “I make a difference too, I Recycle!”

“Each of YOU makes a difference in California’s future. Simply by purchasing items in bulk, or with less wrapping, you can reduce the amount of trash that goes to our landfills. Through reuse of computers and cell phones through donation centers, you keep valuable resources in the loop. When you recycle paper, bottles, cans and other items you enable our economy to grow and help keep our State clean. Thanks to each one of you for making a difference in our lives!”