



Dear Seymour,

I'd like to invite your school to join the [Wal-Mart Kids Recycling Challenge](#) – a unique partnership that helps elementary school students clean up the environment and earn money for their schools.

By [enrolling at no cost](#) in the *Kids Recycling Challenge*, **your school will earn \$5.00 for every 60-gallon collection bag** that your students fill with plastic shopping and grocery bags, and bring to a local Wal-Mart store for recycling between January 1 and April 17, 2006.

Participating schools are grouped into 17 small geographic regions. The three schools in each region that bring in the most collection bags by April 17 will receive additional rewards from Wal-Mart:

- **First Place: \$1,500 PLUS an entertaining school-wide assembly focusing on the environment**
- **Second Place: \$1,000**
- **Third Place: \$500**

“The Wal-Mart Kids Recycling Challenge is a great opportunity to teach students the importance of recycling and how easy it can be.”

**Ken Kolster, Principal
Harmon Johnson Elementary
Sacramento, CA**

More than 400 elementary schools in Northern California and Salt Lake City have already joined us. **These schools have so far removed more than 700,000 gallons of plastic bags from the waste stream, and have earned more than \$105,000 in the process!**

You can learn more about the Kids Recycling Challenge and enroll your school by visiting www.kidsrecyclingchallenge.com today!

Best regards,

A handwritten signature in blue ink that reads "John Lawrence".

John Lawrence
Wal-Mart Kids Recycling Challenge
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