

The Recycling Renaissance

Toks Olagundoye Joins Forces with Recycle Across America to Promote the Standardized Recycling Labels for Bins

Toks Olagundoye, celebrated for her portrayal of Harvard Psychology Department Head 'Olivia Finch' on the acclaimed Paramount+ reboot of *Frasier*, steps into a pivotal role in the most extensive recycling PSA campaign ever launched in U.S. history. Spearheaded by Recycle Across America (RAA), a 501(c)(3) nonprofit, this groundbreaking initiative is paving the way for a transformation in recycling practices. Despite recycling's potential as a top solution to climate change, it has faced significant challenges for over five decades, with less than 30% of recyclables actually recycled and about a quarter of that contaminated, leading to significant environmental pollution.

At the heart of recycling's failure is confusion at the bin. Recycle Across America has developed a solution that addresses the challenge of how to recycle head-on with a simple yet revolutionary tool: the society-wide standardized labels for recycling, compost and trash bins, carts, and dumpsters. Mirroring the clarity that society-wide standardized traffic signs provide drivers globally, the standardized labels offer clear, universal instructions making recycling and composting as intuitive as stopping at a stop sign, even when recycling rules are different from one community to the next.



RECYCLING IS TOO IMPORTANT TO BE CONFUSING.

THE SOLUTION: The standardized labels on recycling bins make it easy for people to recycle right! It's that simple.

LET'S RECYCLE RIGHT!

To choose the standardized labels that work for your recycling program visit:
www.RecycleAcrossAmerica.org



The nonprofit organization, Recycle Across America created the first and only standardized labels for recycling bins. This simple solution is referred to as "one of the most important environmental fixes taking root today" by the New York Times.

TOKS OLAGUNDODE
Actress and volunteer advocate for Recycle Across America



The effectiveness of this straightforward solution has attracted the support of celebrities committed to environmental causes, including Kristen Bell, Alanis Morissette, Anthony Mackie, and now, Toks Olagundoye.

Environmental Advocate Toks Olagundoye

With her deep commitment to sustainable living, Toks is not just a celebrity advocate but a genuine influencer in the environmental movement. As a vegan who chooses sustainable fashion and champions animal rights, Toks uses her platform to engage in and promote substantive discussions on environmental actions, including the crucial role of proper recycling.

As the newest addition to the Recycle Across America Celebrity campaign, Toks uses her influence to inspire fans and communities to embrace the standardized recycling labels, aligning her on-screen roles with her off-screen passion for sustainability.

"What ends up in landfills ultimately affects the earth and our health. Countries like Germany and Sweden are closing landfills due to their success in recycling, waste processing plants and composting. Only about 1% of Sweden's waste ends up in landfills. This can be done worldwide... A few people doing something close to perfectly does far less than if we all make a decent effort."

- Toks Olagundoye

Let's Recycle Right!

This campaign is about igniting a movement. Toks and other prominent figures are helping Recycle Across America's cause, aiming to make recycling properly an intuitive act. The vision is bold but attainable: a world where recycling instructions are as standardized and straightforward as traffic signs. Already, the 10 million standardized labels displayed on bins have drastically improved recycling efficiency, slashed contamination rates, and increased recycling volumes by over 200%. Achieving a 75% recycling rate could equate to the environmental benefit of removing 50 million cars from the road annually and creating 1.5 million new jobs (Tellus Institute).

Together, with the support of icons like Toks and Recycle Across America's innovative solutions, there is now a path to a cleaner, more sustainable future. Recycling must become not just an option but a seamlessly integrated part of daily life.

Recycle Across America invites everyone to join this crucial mission by adopting, donating, and advocating for the standardized labels in their community, because every person has the power to recycle right. Individuals can also contact their state representatives and urge policymakers to integrate the standardized labels into broader policies. To support these efforts or to learn more about getting involved, visit RecycleAcrossAmerica.org. Why? Because every item sorted correctly is a step towards preserving our planet for future generations.

