



A PLANYC INITIATIVE WITH NYC PARKS AND NEW YORK RESTORATION PROJECT

presents the
GREEN POINTS CHALLENGE

powered by



CONGRATULATIONS!

YOU HAVE BEEN SELECTED TO PARTICIPATE IN THE **GREEN POINTS CHALLENGE** PILOT PROGRAM!

By choosing to work with the best environmental educators in New York City, you will not only be teaching your students how to be stewards of the urban environment but you also will be earning points that recognize and reward your contribution to the greening of the city. Below you will find important information on how you and your classroom can be a part of the Challenge.

Thanks a million and have fun!

FREQUENTLY ASKED QUESTIONS

WHO WE ARE

Q: What is MillionTreesNYC?

A: MillionTreesNYC is a citywide, public-private partnership between NYC Parks and the New York Restoration Project with an ambitious goal: to plant and care for one million new trees across the City's five boroughs by 2017.

Q: What is Recyclebank?

A: Recyclebank helps create a more sustainable future by rewarding people for taking everyday green actions with discounts and deals from more than 3,000 local and national businesses.

Q: What is the Green Points Challenge?

A: The Green Points Challenge is an online recognition and rewards program sponsored and managed by MillionTreesNYC Education and its partners and powered by Recyclebank. The Challenge provides an easy and fun entry point for both students and educators to actively participate in the MillionTreesNYC initiative and help green NYC.

GETTING STARTED

Q: How do I participate in the Green Points Challenge?

A: First, you must schedule an environmental education program for your classroom with a Green Points [Environmental Education Partner](#) (see list of partners below). When the educator meets with your class, he or she will provide a special MillionTreesNYC Green Points Classroom poster. Your class can decorate the poster and use it to create an action plan of how they will help green NYC and earn points with Recyclebank.com. After you work with an Environmental Education Partner, you will receive “leaf cards” verifying that you have earned points with Recyclebank.com. Each leaf is printed with a unique code and is worth 100 points. Enter the code at Recyclebank.com/MTNYCGreenPoints, where you will find a catalog of environmental opportunities that earn points through MillionTreesNYC. Teachers can redeem their points for rewards in the Recyclebank catalog, like discounts on school supplies, magazines and books. The classrooms that have accumulated the most points each semester will win special prizes.

Q: How do I register with Recyclebank?

A: If you are not already a Recyclebank member, you’ll be prompted to register for a personal account when you enter your points code. Registration with Recyclebank is free and simple. You only need to provide your e-mail address and select a username and password.

Q: How do I register my class for Green Points prizes?

A: Once you have registered on Recyclebank.com, you will be contacted by MillionTreesNYC to register your classroom for the Green Points Challenge.

Q: What’s the difference between Recyclebank rewards and Green Points prizes?

A: Teachers can use their Recyclebank points at any time to redeem *rewards* for themselves or their classroom from the Recyclebank catalog. The teachers who have accumulated the most points *in total* at the end of each semester will win *prizes* for their entire classrooms.

Q: What is the program timeline?

A: The Challenge is divided into two parts: Fall 2011 and Spring 2012 semesters.
The Fall semester Challenge runs from **October 10-December 9, 2011**
The Spring semester Challenge runs from **January 9, 2012-May 1, 2012**

WHO CAN PARTICIPATE

Q: Can any school participate?

A: All K-8 schools in New York City are eligible to participate.

Q: What is the age requirement for classrooms to participate in the Green Points Challenge?

A: The Green Points Challenge is open to teachers of students in grades k-8.

Q: What if I have multiple classrooms who want to participate?

A: Each teacher may enroll one classroom in the Green Points Challenge. Please encourage other teachers in your school to join the Challenge by referring them to Recyclebank.com/MTNYCGreenPoints. MillionTreesNYC can help connect them to an Environmental Educator Partner.

Q: Can students register as individuals for the Green Points Challenge?

A: Teachers sign up for a Recyclebank account and the Green Points Challenge on behalf of their entire classroom. While students cannot register as individuals for the Challenge, those aged 13 and older can earn Recyclebank points and rewards by volunteering for MillionTreesNYC events and registering for individual accounts at Recyclebank.com. We encourage younger student volunteers to create an account with their parents and register their points. (See “Green Points Activities” below.)

Q: Can an afterschool group, such as an environmental club, participate?

A: Yes! Several of our Environmental Education Partners offer programs before and after school. An adult advisor can register on behalf of a school's extracurricular group. We only require that the advisor be a school staff member and that the group be no larger than 35 students.

GREEN POINTS CHALLENGE ACTIVITIES

Q: How can I earn Recyclebank Points through the Green Points Challenge?

A: You'll earn the most points when your classroom hosts a Green Points Environmental Education Partner. You will earn at least 100 Recyclebank points from your first visit with an Environmental Education Partner. For each subsequent visit in a multi-session program, you can earn 100-point "leaf cards" for your classroom's positive green actions.

Q: Are there any other ways to earn Recyclebank Points with MillionTreesNYC?

A: Yes! You can also earn Recyclebank Points by taking each of the interactive quizzes on trees and the environment that will rotate on Recyclebank.com/MTNYC. In addition, you can earn Recyclebank Points on the MillionTreesNYC Web site (www.milliontreesnyc.org) when you get involved in the MillionTreesNYC initiative. Activities you and your classroom can do include:

- **Learning more about trees & MillionTreesNYC**
- **Adopting a tree**
- **Finding a home for a tree**
- **Volunteering for a MillionTreesNYC tree planting event**
- **Incorporating free MillionTreesNYC curricula into classroom lessons**

We will post new MillionTreesNYC earning opportunities at Recyclebank.com/MTNYCGreenPoints.

Q: Can I accumulate Recyclebank Points with the other earning opportunities on the Recyclebank site?

A: Yes! We encourage you to explore the Recyclebank site for "LEARN & EARN" activities and tips on how to reduce your impact on the environment. You can also refer a friend to become a Recyclebank member and earn additional points.

Q: What if my classroom wants to earn Recyclebank Points by organizing an activity not included on your site?

A: Please e-mail schools@milliontreesnyc.org with documentation of your classroom's activity in support of MillionTreesNYC for the opportunity to earn 100 bonus Recyclebank Points.

Q: What if our classroom is unable to register for a volunteer planting event?

A: If an event is at capacity or inaccessible, there are plenty of other opportunities to earn Recyclebank Points. Continue to check Recyclebank.com/MTNYCGreenPoints for additional opportunities to earn.

Q: Can you provide some examples of actions our classroom can list on our "Green Points" poster?

A: There are lots of green actions your classroom can take, including composting your food scraps, cleaning up a park, measuring classroom energy usage or caring for a young tree near your school. We encourage you and your class to consult with our Environmental Education Partners to devise your action plan to green NYC.

Q: How do I record individual student activities?

A: You earn points on behalf of your entire classroom. Therefore, we are unable to reward individual students through the Green Points Challenge.

RECYCLEBANK REWARDS AND GREEN POINTS CHALLENGE CLASSROOM PRIZES

Q: How do I redeem points for Recyclebank rewards?

A: It's simple! Just follow the directions on Recyclebank.com to redeem rewards from the Recyclebank catalog.

Q: What is the minimum number of points needed for redemption?

A: The number varies depending on which rewards are currently offered. Some rewards can be earned for as little as 20 points.

Q: How many points are needed to be eligible to win a prize for my classroom?

A: There is no minimum. The four teachers with the most Recyclebank Points will be identified as the winners when the contest period ends.

Q: If I redeem points for Recyclebank rewards, will my classroom still be eligible to win a prize?

A: Yes! Regardless of whether you use your points for rewards, Recyclebank will track the total number of points earned for registered Green Points teachers and classrooms each semester. That will determine the top earners and prize winners.

Q: What if our classroom wins, but is unable to use the prize?

A: Please refer to the official rules link at Recyclebank.com/MTNYCGreenPoints for additional prize information.

Q: How will I know my classroom's standing in the Green Points Challenge?

A: The Challenge will not feature a leader board. You will not know until the winners have been determined.

Q: When and how will the classroom receive the prize?

A: Teachers will be notified by e-mail if they have won a prize. The e-mail will include specific instructions on how to claim the prize. (Depending on the prize, the winner may receive a voucher.)

EDUCATION PARTNERS

Q: Who are the Green Points Environmental Education Partners?

A: We have enlisted many of the leading environmental programs in New York City to serve as Green Points Environmental Education Partners, including:

Bronx River Alliance

Central Park Conservancy

City Parks Foundation

D\$NY Bureau of Waste Prevention, Reuse and Recycling (BWPRR)

GreenApple Corps

The Horticultural Society of New York

Hudson River Park Trust

Human Impacts Institute

Lower East Side Ecology Center

New York Cares

NYC Parks Forestry Dept: Youth Stewardship

New York Restoration Project

Staten Island Greenbelt

Trees New York

Urban Park Rangers

Q: What if I want to schedule a program but the environmental organization cannot accommodate my classroom?

A: Our Education Partners do have a limited capacity. You may be put on a waiting list for next semester or referred to another program. If you are unable to participate in additional education programs, we encourage you to download free tree-themed curricula at Recyclebank.com/MTNYCGreenPoints or in the Education Section on MillionTreesNYC.org. You can e-mail schools@milliontreesnyc.org with documentation that your class has used the curriculum and earn 100 Recyclebank Points.

Q: What if my classroom worked with a different environmental organization that is not a Green Points partner?

A: Only the partners listed above will distribute Recyclebank Points.

CONTACTS & RESOURCES

Q: What tools and materials does MillionTreesNYC provide classrooms for tree planting and care as well as other greening projects?

A: MillionTreesNYC has a limited number of tool sets for teachers who commit to adopting and regularly caring for a street tree near their school. MillionTreesNYC also offers tree giveaways across the five boroughs in the Fall and Spring. Trees New York may be able to provide trees for individual classrooms. Some of our Education Partners can supply tools and support as well.

Q: Whom should I contact to schedule an education program with MillionTreesNYC?

A: Please contact the Green Points Environmental Education Partners directly to schedule a program, or you may contact schools@milliontreesnyc.org for assistance with scheduling.

Q: Whom should I contact if I am experiencing technical problems with my account?

A: Please contact customer service at Recyclebank.com.

Q: Whom should I contact with questions regarding Green Points activities?

A: Please e-mail schools@milliontreesnyc.org with any additional questions.

REMEMBER TO VISIT WWW.RECYCLEBANK.COM/MTNYCGREENPOINTS FOR NEW EARN OPPORTUNITIES AND ANNOUNCEMENTS!

GREEN POINTS CHALLENGE CLASSROOM PRIZES: FALL 2011

GRAND PRIZE: CLASSROOM CELEBRATION OF TREES WITH NEW YORK KNICKS LEGEND JOHN STARKS (PRIZE VALUE=\$5,000)

FIRST PRIZE: AFTERNOON OF GAMES WITH THE NEW YORK KNICKS' GROOVE TRUCK (PRIZE VALUE=\$3,000)

SECOND PRIZE: FREE CLASSROOM ADMISSION TO THE BIG APPLE CIRCUS PERFORMANCE JANUARY 4 or 5, 2012 (PRIZE VALUE=\$700)

THIRD PRIZE: OVERNIGHT CAMPING WITH THE URBAN PARK RANGERS OR A DAY AT THE ALLEY POND PARK ADVENTURE COURSE (PRIZE VALUE=\$500)

MORE ABOUT OUR FEATURED PRIZES

ABOUT JOHN STARKS:



His all-out style stamped John Starks as one of city's most popular athletes during his memorable eight-year Knicks career (1990-91 through 1997-98)...NBA All-Star in 1994, All-Defensive Second Team in 1992-93, League's Sixth Man of the Year in 1996-97...Averaged 14.1 points as a Knick and played a key role on 1994 Eastern Conference Championship team...Knicks' all-time career leader in three-point field goals (982), 11th in total points (8,489), eighth in assists (2,394), seventh in steals (711)...Authored one of the most famous plays in team history - "The Dunk" - in final minute of NY's win over Chicago in Game Two of 1993 Eastern Conference Finals (May 25, 1993).

Averaged 12.5 points over standout 13-year NBA career with Golden State (1988-89, and 1998-99 through 1999-2000), Knicks (1990-91 through 1997-98), Chicago (1999-2000) and Utah (2000-01 through 2001-02)...Went 1,222-3,591 (.340) career from three-point range...Tenth on all-time NBA Playoff list with 176 post-season three-pointers.

Since 1994, Starks has overseen the nonprofit John Starks Foundation, which provides academic scholarships to high school seniors based in the New York tri-state area and his hometown of Tulsa, OK. In 1997, he was the male winner of the Hank Iba Citizen Athlete Award. Starks is also the recipient of the "Good Guy" Award from New York Press Photographers Association.

(source: NBA.COM/KNICKS)

ABOUT THE NEW YORK KNICKS GROOVE TRUCK:



The Groove Truck drives the excitement of the Knicks to both community and private events for basketball clinics, skill competitions, XBOX 360 video game tournaments and free throw and 3-point shooting contests with cool Knicks prizes!

ABOUT THE BIG APPLE CIRCUS:



For its 34th Season, the Big Apple Circus dares you to *Dream Big!* It's an All-New Show, where the World's Greatest Circus artists are presented under an intimate Big Top, and no seat is more than 50 feet from the ring! Let your imagination soar and summon the most amazing acts — A juggler with a suit to fit his sweet feats of fancy handiwork! A mechanical doll that comes alive in a sinuous balancing act! Spirited horses, frolicsome dogs, and a capybara and porcupine to perk up the sawdust party! Audacious acrobats who astound with athletic grace!

Comical conjurers with magical moments of grand illusion! The aerial daring of the trapeze flyers! A singing Ringmistress and the Big Apple Circus Band creating the ringing melodies of memories to last! And Grandma!! Yes, Grandma, apogee of comical aspiration and mirthful joy! Your dreams will inspire a Big Apple Circus of living thrills and marvelous delight — a celebration of the imagination — an astonishing circus world of wonder!

(source: bigapplecircus.com)

ABOUT THE URBAN PARK RANGERS: Overnight Camping



You and your classroom can join the Urban Park Rangers for a special camping experience at any of our parks within the five boroughs this spring. You'll start with a cookout, then a variety of evening activities, such as stargazing and night hikes. Everyone will sleep under the stars and awake to the birds. Everything is included.

The Alley Pond Park Adventure Course



The Alley Pond Park Adventure Course is a challenge or ropes course, featuring both low- and high-ropes course activities that promote teambuilding and problem-solving skills. The Adventure Course provides challenges and excitement for groups or individuals as they work through physically and intellectually demanding situations. The course is fully accessible; there are activities for all ages and all physical abilities.