

MOM Brands Cereal Bag Brigade®

Spotlight Location

Heath Brook & Trahan PAC | Tewksbury, MA



**People
Collecting:**

700



**Units
Collected:**

2,446



**Points
Earned:**

4,992

Tell us more about yourself and your collection location.

Our collectors are students and their families in two elementary schools in our town. We collect in school and at home. There are around 700 students in the combined schools.

Why do you participate in the MOM Brands Cereal Bag Brigade and how do you involve participants at your collection location?

We participate in the MOM Brands Cereal Bag Brigade because we are able to keep more items out of our waste. The boxes can be recycled, but until this Brigade was initiated, the bags were being put in the trash. Our students go through a lot of cereal at their homes. It is great to be able to find a way to recycle the extra materials.

How do you collect so many cereal bags?

Our collections come mostly from the students households. We send periodic flyers home with the students to refresh the current participants' information and try to engage new participants. In addition, there are emails sent out to parents who enroll in our email notification system, reminding them of current promotions or items that may be used frequently during different periods of the year.

What tips do you have for other participants in the MOM Brands Cereal Bag Brigade?

Our collections are kept going by staying in touch with our collection community. We also try to reach beyond our schools and approach businesses that are likely to use the items we recycle. Staying in touch and approaching businesses we frequent is a great way to engage the outside help.



Is there a specific tool or resource that you've created to help you collect and recycle cereal bags?

Our flyers and email blasts are what keep us going.

Tell us a story about your most exciting, memorable, or inspiring moment in collecting for the MOM Brands Cereal Bag Brigade.

In collecting the cereal bags, I have found some overzealous collectors. They are even removing labels from containers to send in with the program. I love that they are so passionate about the recycling effort!

What is the best or most influential thing you've spent your TerraCycle points on?

Our dollars go to support the Parents Advisory Council in all its efforts. The most noteworthy way we support the students is through our enrichment programs. We bring in programs to educate the students in a more hands-on way. One of my favorites is when the New England Aquarium brings in their 'critters' for the children to watch, touch and even hold. Some of the children may never have the opportunity to do so if not for this opportunity.