

Tom's of Maine Natural Care Brigade® Spotlight Location

Northbrook Public Library | Northbrook, IL



**People
Collecting:**

100



**Units
Collected:**

681



**Points
Earned:**

1,562

Tell us more about yourself and your collection location.

We are a public library in the suburbs of Chicago. Last year the library staff created a Green Team in order to make our in-house practices more environmentally friendly as well as to promote environmental education to our patrons.

Tell us why you participate in this Brigade, and how you involve your organization.

We chose the Tom's of Maine Natural Care Brigade as our first TerraCycle collection because all staff in the library can participate. All of us use toothpaste and toothbrushes so the Tom's of Maine Natural Care Brigade provided an easy opportunity for everyone who works here to participate in doing good for the earth. Also, the thought of all those plastic toothbrushes going into the landfill was upsetting.

To call attention to the collection, we decorated a box with bright green paper and small pictures of toothbrushes, toothpaste tubes, and other products that can go in the box. It is in our staff lunch room with a sign listing the various products we're collecting. We remind coworkers at staff meetings and in our employee newsletter to put their items in the box... and they do!

Tell us how you like to spend your points and send us some pictures (if applicable).

We plan to donate all of our points to two or three of the environmental organizations that TerraCycle partners with. We're so happy that our collection does more than keep items out of the landfill; it contributes to the wellbeing of the earth also by helping other campaigns.



Tell us a story about your most exciting, memorable, or inspiring moment in collecting for the Tom's of Maine Natural Care Brigade.

The Tom's of Maine Natural Care Brigade was one of our Green Team's first initiatives. The team honestly didn't know how the other staff members—about 100 people—would like having toothpaste and deodorant containers in our staff lunchroom, and we didn't know how many people would remember to bring their empty containers to work instead of tossing them in their wastebaskets at home. We were so happy to see our collection box fill up in just weeks... and so happy to see that a lot of our coworkers also thought that collecting toothbrushes and toothpaste tubes at work was a good idea. The library staff has continued to bring their items and we have filled the box several times over in the past 10 months or so since we started our natural care products collection. We intend to keep the collection box going as long as TerraCycle does.