

This Waste Reduction Week, be a part of the **#IGiveAShirt™ Challenge** and help us keep millions of reusable items out of landfills.

# I GIVE A SHIRT

Challenge

RETHINK REUSE™



## DID YOU KNOW?

North Americans send over 10.5 million tonnes of clothing to landfills each year, **95% of which could have been reworn or recycled.**

PRIZES

## SHOW YOU GIVE A SHIRT™

Recycling Council of Ontario and Value Village® are challenging schools to offset that impact on the planet by getting involved in the **#IGiveAShirt** Challenge!

During Waste Reduction Week 2018 (October 15 -19), secondary schools in Ontario and British Columbia can show they Give A Sh!rt for the planet by organizing an in-school clothing drive to extend the useful life of unwanted clothes and keep them out of landfills.

Eligible schools can win up to **\$2,500** based on their collection, community engagement, innovation, and social media efforts. Clothing collection not required to be eligible for Community Engagement Prizes.

### Collection Prizes

<b>\$2,500</b>	Grand Prize
<b>\$1,500</b>	Second Place
<b>\$1,000</b>	Third Place
<b>\$500</b>	Participation Prize

### Community Engagement Prizes

<b>\$2,500</b>	Circular Fashion Innovation
<b>\$2,500</b>	Rethink Reuse Eco Fashion
<b>\$2,000</b>	Overall Community Engagement
<b>\$1,000</b>	Social Media: Best Video
<b>\$1,000</b>	Social Media: Best Photo

**Deadline to register is October 12.**

Visit [giveashirtcanada.com](http://giveashirtcanada.com) to get started!



WASTE  
REDUCTION  
WEEK  
IN CANADA



value village™

WEB. [GiveAShirtCanada.com](http://GiveAShirtCanada.com)

SOCIAL. #IGiveAShirt

TEL. 416-657-2797

EM. [giveashirt@rco.on.ca](mailto:giveashirt@rco.on.ca)