

Community 3Rs Poster Activity:

Celebrate Waste Reduction Week by increasing recycling awareness in your community.

1. Research—find out where to recycle or reuse various materials / products in your community.
2. Make an eye-catching poster to let people know about these recycling opportunities. Be sure to include such information as: where, when, which products, etc.
3. Ask local community centres and businesses to put up the poster in a prominent place.

Artwork pointers:

- use a short, catchy message that can be read quickly
- use a slogan telling the viewers to do something and making them want to do it
- use colours and white space to get and hold people's attention
- use large letters and well-separated words for easy reading, especially from a distance
- plain lettering is easier to read than fancy lettering
- don't make the picture too "busy"