

**ATTENTION
MIDDLETOWN KIDS**



*Healthy lawns
for a healthy community!*

Get Pledges— Win Great Prizes!!

Every year people put pesticides and synthetic fertilizers on their lawns. These lawn chemicals can be harmful to pets, wildlife and people—especially children—but most people don't know it.

Middletown's Recycling Office and other nonprofits have launched **Project Green Lawn** to teach Middletown residents about these chemicals and safer alternatives for a lush lawn. We want people to sign a pledge NOT to use chemicals on their lawns. We're calling on YOU to help get the word out. Collect Chem-Free Lawn Pledges, and win prizes.



WHO? You! Any kid (high school age and younger) who lives in Middletown can participate.



HOW? Get more pledge forms (one is printed on the back of this flyer)—and other information—by calling the Recycling Office, **344-3526** or going to **www.cityofmiddletown** (**Current Events** link). Get Middletown lawnowners to sign the Chem-free Pledge, then mail them to the Recycling Office.* Make sure they give you credit by signing your name on the pledge form!



WHEN? Now until September 13, 2006



WHAT? Anyone who collects three or more pledges gets a "Kid's Creation" from Cold Stone Creamery. To win one of the prizes below, collect enough pledges to get you in the top six. The kid who gets the most pledges picks a prize first, the second most picks second... you get it!



(2) \$125 Gift Certificates to Pedal Power
\$50 Gift Certificate Bill's Sports World
\$25 Gift Certificate to Record Express
\$25 iTunes Gift Card
\$25 Gift Certificate Amato's Toy & Hobby

Thank you to the individuals, companies and non-profit organizations who have generously contributed to this campaign, including: The Rockfall Foundation, Middletown Resource Recycling Advisory Council, Middletown Conservation Commission, The Jonah Center, CT River Coastal Conservation District, Minuteman Press, Sheila and Len Stoane, Record Express, Bill's Sports Shop, It's Only Natural Market, Puerto Vallarta, Cold Stone Creamery, Red Barn Studios, Brewbaker's, Yoga In Middletown, and Amato's Toy & Hobby,

*Send completed pledge forms to: Middletown Recycling Office, P.O. Box 1300, 245 deKoven Dr., Middletown, CT 06457

Project GREEN LAWN PLEDGE

Pledge to Have a Chemical-Free Lawn

Lawowner: You can have a great lawn without using lawn care chemicals that can harm people (especially children), pets and the environment. Help reduce the amount of these chemicals in our community—sign a pledge to have a “Chem-Free” Lawn. Submit your pledge by September 13, 2006 and be entered in a “thank you!” drawing.



Sign a Pledge

Fill in the pledge below and send it to Middletown’s Recycling Office. If you’ve been asked to pledge by one of the people this campaign most directly affects—children—give them credit and they’ll be eligible for their own prizes. *Middletown residents only.*



Learn How To Have a Chemical-Free Lawn

We’ve got a brochure with information on how to maintain a great lawn without chemicals. Call Kim O’Rourke at the Recycling Office (344-3526) or go to www.cityofmiddletown.com (*Current Events* link) to download a brochure, find links for more detailed information or get more pledge forms.



Be a Winner!

Send in your pledge by September 13, 2006 and you will be entered in a drawing for one of the great prizes below. You can also receive a small, colorful sign for your lawn while supplies last.

\$150 Gift Certificate to Pedal Power
\$60 Gift Certificate to Yoga In Middletown
Dinner for 2 at Puerto Vallarta

\$100 Gift Certificate to Pedal Power
\$50 Shopping at It’s Only Natural Market
Breakfast for 2 at Brewbaker’s (\$15)

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I Pledge to Have a Chemical-Free Lawn (free of chemical pesticides and synthetic fertilizers)

Name _____ * Address _____

Phone/e-mail _____

Please send me: a Project Green Lawn brochure a lawn sign

I’m interested in doing more to help the campaign

Kid pledge collector & phone _____

Send to: Middletown Recycling Office, P.O. Box 1300, 245 deKoven Dr., Middletown, CT 06457

*To sign a pledge you must be a Middletown resident and lawowner.

