



## Event History

“Bring One for the Chipper” became a statewide effort in 1991, through the organization of a public/private partnership. Nineteen years later, Keep Georgia Beautiful, under the direction of the Department of Community Affairs, spearheads the Christmas tree recycling program by bringing together news media, local governments and businesses and industries to educate Georgians on recycling and environmental conservation.

### Public-Private Partnership

The program is funded through a public/private partnership between Keep Georgia Beautiful, The Home Depot, The Davey Tree Expert Company and WXIA-TV. Donated funds and in-kind services were valued at more than \$170,000 last year. Numerous community sponsors and volunteers also made contributions and provided in-kind services at the local level.

### Objectives, Strategies and Goals

The objectives of the program include: public education; support of the state yard trimmings disposal ban by recycling trees; producing mulch for water conservation in landscaping and erosion control; raising citizen awareness of environmental issues and solutions; and giving residents an opportunity to play an active role in a solid waste solution.

The strategies for success are: formation of partnerships with private and public organizations and local volunteers to create citizen awareness of individual responsibility towards recycling; involve communities throughout the state of Georgia; and implement a statewide media action plan including print, radio and television coverage.

Program activities include:

- Educating the public on recycling and conservation by creating an environmental tradition
- Supporting the state yard trimmings disposal ban by recycling Christmas trees
- Identifying sponsors as leaders in promoting solutions to environmental problems
- Preventing roadside dumping, thus promoting a cleaner and more beautiful environment
- Raising awareness of environmental solutions
- Providing mulch for soil enhancement and erosion control
- Properly placing trees in marine and natural areas to provide fish and wildlife habitat

### Promotion

Every community in Georgia is encouraged to coordinate an event. The statewide program receives extensive media exposure. Keep Georgia Beautiful provides news releases, radio public service announcements (PSAs) scripts, promotion ideas and artwork to sponsoring communities. WXIA-TV provides “Bring One for the Chipper” video PSAs and distributes them upon request.

“Bring One for the Chipper” has a mascot named “Chipper”, which is a caricature of a beaver dressed as Santa Claus. Communities can request the Chipper costume to promote the event by visiting schools and businesses and by taking part in local Christmas parades.

## Results

“Bring One for the Chipper 2009” produced some great results:

- 196,349 trees were collected in total. Of these, 187,042 were recycled into mulch for playgrounds, city and county landscaping projects and individual homes.
- 4,853 trees were sunk into lakes across the state to provide fish habitats. 1,857 were used for fuel or other uses.
- Over 5 million Christmas trees have been recycled and diverted from landfills since the start of the program.
- 128 communities and organizations participated.
- 389 collection sites were set up in these communities.
- 5,191 volunteers donated more than 20,049 hours of time.

## Local Comments

“Bring One for the Chipper” continues to be an extremely popular program on the local level. Each year we get great feedback from communities across the state. Here is a sampling of what participants from 2009 had to say:

- Alpharetta citizens love this event! ~*Alpharetta Clean and Beautiful*
- The citizens of Oglethorpe County were very receptive to the program being continued this year. We had the greatest response this year, with the promise of greater participation next year. ~*Oglethorpe County*
- Many of the participants commented that they participate every year. Without this program, it would be hard to get rid of their tree. ~*City of Canton*
- Residents of Rome and Floyd County have enjoyed participating in this program for many years. Several participants return year after year and report that seedling they receive at past events have grown into trees. ~*Keep Rome / Floyd Beautiful*
- Well received. Better participation than last year! ~*Keep Carroll Beautiful*
- Everyone loves this program! ~*Keep Bulloch Beautiful*
- The tree recycling is very well received throughout Bartow County. We rarely have any mulch as we encourage any recycling of trees as a biomass. The main interest in Bartow seems to be in fish and wild animal habitat. ~*Keep Bartow Beautiful*
- This program was once again greatly received by our county. This year we actually saw a considerable increase in volume and awareness. Many people are greatly anticipating our involvement in the forthcoming year. ~*Henry County*