

## Frequently Asked Questions for the "Recycle and Win" Program

### 1. **What is Recycle and Win?**

Coca-Cola is promoting good recycling practices throughout city of Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington by randomly rewarding citizens who recycle properly with a \$50 Gift card from BI-LO.

Coca-Cola is sponsoring this initiative to increase awareness for recycling, to increase recycling rates and educate all citizens on the proper way to recycle.

Coca-Cola, BI-LO, city of Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington are involved in the program which starts on November 7, 2011 and runs through April 2012.

For more information visit [www.cokecolumbia.com](http://www.cokecolumbia.com).

### 2. **How can I participate in the program?**

#### **Curbside Recycling Residents in the city of Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington:**

All single-family homes in the city of Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington that participate in curbside recycling will receive an informational brochure with an opt-in sticker in the mail in early November. Residents interested in participating in the promotion should place the stickers on their recycling bins and place their bins, with the stickers facing the street, on the curb with eligible recyclables in them for a chance to win.

The Recycle & Win Prize Patrol Vehicle will randomly visit neighborhoods throughout the city of Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington looking for recycling bins with opt-in stickers. If your bin has a sticker and contains proper recyclables then you are eligible for a chance to receive a prize voucher in the mail. The prize voucher will direct you to call a number to receive information on claiming your prize.

#### **Non-Curbside Residents in Richland County and Lexington County:**

Each month Coca-Cola and BI-LO will sponsor a "Recycle Event" at one of the community recycling drop-off sites. Residents living in Richland County or Lexington County who bring items to recycle may opt to have a Recycle Event staff member check their items to ensure they are recycling correctly. Residents who have their recyclables checked will receive an entry form. Entrants must deposit their entry in the entry box by the time specified at the event. Limit one (1) entry per person, per event.

At the end of each event, five entries will be selected as winners of a \$50 BI-LO gift card. The winners will be notified via a prize voucher in the mail. The prize voucher will direct you to call a number to receive information on claiming your prize.

### 3. **Who is eligible to participate?**

To be eligible you must:

- Reside in the city of Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington
- Be 18 years or older
- Recycle properly

Curbside participants will need to:

- Have a recycling bin
- Place a “Recycle and Win” sticker on your recycling bin
- Place the stickered bin (with sticker facing the street) at the curb or alley on your designated recycling day

Event participants will need to:

- Reside in Richland County or Lexington County
- Recycle during a recycling event
- Fill out entry form and place in the collection box

Please note: the towns of Arcadia Lakes, Batesburg-Leesville, Eastover, Forest Acres and Irmo are not participating in the Recycle and Win program.

### 4. **How will the program be promoted?**

The program will be promoted through direct mail, web, radio and TV. In addition, point of sale materials will be up in BI-LO stores. Special signage will promote the monthly events at the recycling drop-off locations.

### 5. **When will the Prize Patrol be in my neighborhood?**

The Prize Patrol team plans to visit all of the city Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington curbside recycling areas of over the six-month time frame. They will be doing this randomly each week so they could be in your neighborhood as soon as November 7, 2011 or as late as April of 2012.

The Prize Patrol will randomly check recycling bins on the day your recyclables will be picked up.

6. **How does my bin qualify to win?**

To qualify the sticker must be on the recycling bin and the items inside the bin must be proper recyclables. If a bin has the sticker but does not contain any recyclables, it will not qualify to win. The recyclable items may, but do not have to be, Coca-Cola branded products.

7. **What are the dates and locations of the Recycle Events?**

Events will take place on the following dates\*:

Saturday, November 5	Lexington County Ballpark Rd Collection Center
Saturday, December 3	Richland County Sonoco Recycling Collection Center
Saturday, January 14	Lexington County Sandhills Collection Center
Saturday, February 4	Richland County Ballentine Collection Center
Saturday, February 25	Lexington County Southeast Collection Center
Saturday, March 17	Richland County Blythewood Collection Center
Saturday, March 31	Lexington County Summit Collection Center
Saturday, April 14	Richland County Clemson Sandhills Collection Center

\*Times subject to change and will be announced on [www.cokecolumbia.com](http://www.cokecolumbia.com)

8. **How will I be notified if I have won?**

You will be mailed a qualifying prize voucher that requests you to call the prize redemption phone number. After answering a few verifying questions, you will be directed as to how to redeem your gift card.

You will have 10 days to claim your prize.

The prizes are \$50 BI-LO gift cards redeemable at any BI-LO store. Coca-Cola will be giving out a total of 300 gift cards (260 for curbside winners and 40 for event winners) throughout the six-month program. The gift cards are good for one year.

9. **What if I don't want people looking into my recycling bin or checking my recyclables at the drop-off?**

If you do not want the Prize Patrol to review your materials, do not place a sticker on your bin. If you do not want the event staff to check your items at a recycle event, please do not ask them to do so.

10. **What is the selection process? How can I win?**

The Prize Patrol will randomly make visits in neighborhoods of city of Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington looking for recycling bins with opt-in stickers. If they select your bin and you have recycled properly, they will then send you a prize voucher in the mail. You simply call the number on the qualifying voucher and you will be directed as to how to redeem your \$50 gift card.

For residents of Richland County and Lexington County, the Recycle Event Team will be at a different recycling drop-off site each month during the Recycle and Win promotional period (November through April). If you opt to have the event team look at your recyclables at the recycle event, they will check to ensure you are recycling the proper items. If you have recycled the proper items, you are eligible to fill out an entry form to win a \$50 BI-LO gift card. There will be a collection box on site to drop in your entry form. Five winners will be selected at the end of each recycle event. If you win, you will receive a prize voucher in the mail. You simply call the number on the qualifying voucher and you will be directed as to how to redeem your \$50 gift card.

You can only win once per promotional period.

11. **How will the Prize Patrol be identified?**

They will be driving in a Recycle and Win identified vehicle.

12. **How will the Recycle Event Team be identified?**

The event team will be wearing red “Recycle and Win” T-shirts at each event so all event team members will be easily identifiable.

13. **I saw the Prize Patrol come after my recyclables were collected, when are you coming back?**

The Prize Patrol will be visiting all areas of the city of Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington on a random basis so we can’t tell you when they will be back again.

14. **What if I don’t get a sticker or lose it?**

BI-LO stores located within the city of Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington will have spare stickers.

15. **What items can and cannot be recycled for the curbside recycling program?**

**Columbia Residents: the following items can be placed in your curbside recycling bin:**

*Cardboard boxes flattened, paperboard boxes flattened, aluminum cans, steel cans, empty aerosol cans, all plastic jugs, jars and bottles, magazines, newspapers, newspaper inserts, glass bottles (brown, green and clear), jugs and jars, junk mail and office paper*

**Blythewood Residents: the following items can be placed in your curbside recycling bin:**

*Aluminum Cans, Plastic Bottles, newspapers, cardboard, steel cans, magazines*

**Cayce residents: the following items can be recycled in your curbside recycling bin:**

*Aluminum cans, plastic bottles, newspapers, steel cans, glass bottles (brown, green and clear)*

**Lexington County residents: the following items can be recycled in your curbside recycling bin:**

*Aluminum cans, plastic bottles, newspapers, cardboard, steel cans, glass bottles (brown, green and clear), magazines, office board and paper board*

**Town of Lexington residents: the following items can be recycled in your curbside recycling bin:**

*Aluminum cans, plastic bottles, newspapers, cardboard, steel cans, magazines, office board, office paper and junk mail*

**Richland County residents: the following items can be recycled in your curbside recycling bin:**

*Aluminum cans, plastic bottles, newspapers, cardboard, steel cans, magazines, aerosol cans and paper board*

**Springdale residents: the following items can be recycled in your curbside recycling bin:**

*Aluminum cans, plastic bottles, newspapers, cardboard, steel cans, magazines*

**West Columbia residents: the following items can be recycled in your curbside recycling bin:**

*Aluminum cans, plastic bottles, newspapers, cardboard, steel cans, glass bottles (brown, green and clear), magazines*

16. **What items can and cannot be recycled for at the drop off locations?**

*For residents who reside in Lexington County or Richland County, the following can be recycled at your drop off centers:*

**Richland County: the following items can be recycled at your drop off locations:**

*Glass bottles & jars (clear, brown & green, plastic bottles & jars(#1- #7), aluminum cans, steel cans, corrugated cardboard, chipboard (cereal, pasta boxes), newspapers & inserts, magazines & catalogs, junk mail, electronic waste computers, monitors printers, household type rechargeable batteries, large household appliances*

**Lexington County: the following items can be recycled at your drop off locations:**

*Newspapers & inserts, magazines, corrugated cardboard & paperboard, office paper, glass bottles & jars (clear, brown & green), aluminum cans, steel cans, plastic bottles (#1-#7), batteries, metals, textiles, oil filters & oil bottles, used motor oil*

17. **What times will the Saturday recycling events be held?**

The event times will vary. Please check [www.cokeroanoke.com](http://www.cokeroanoke.com) for event times.

18. **What times will the Prize Patrol be out observing the recycling bins?**

To ensure everyone has an opportunity to win, the Coca-Cola prize patrol will check neighborhoods before recycling trucks hit the streets.

19. **Which entities are not included / eligible to participate?**

Businesses are not eligible to participate. The program is intended for the residents of city of Columbia, Richland County, Lexington County and the communities of Cayce, West Columbia, Blythewood, Springdale and Lexington.

The towns of Arcadia Lakes, Batesburg-Leesville, Eastover, Forest Acres and Irmo are not participating in the Recycle and Win program.

20. **My neighbor was a winner for the Recycle and Win promotion. Does that mean you aren't coming back to my neighborhood again before the end of the promotion?**

No, not necessarily. The Prize Patrol will be randomly selecting areas and yours may come up again at some point during the program.