

## **Information Sharing / Promotions**

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**Purpose** *To improve the public understanding of Recycling Services and reward the practice.*

**Policy Statement** *Olds Bottle Depot will share information with the public to encourage people to recycle and support our business.*

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## **Information Sharing / Promotions**

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1. Signs will advise customers of product handling options.
2. Handouts and pamphlets will be displayed in the Depot.
3. Employees can respond to requests for information from customers.
4. Media promotions will advertise our business, announce special events and encourage community recycling practices.
5. Customer loyalty may be encouraged with in-store draws, give-a-way tokens of appreciation, sale of recycling containers or other promotions as arranged.

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