



ASSOCIATED
STUDENTS, INC.
CSULB

Press Release

ASI launches eco campaign during Earth Week

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Release

Long Beach, CA – The Associated Students, Inc. kicked off Earth Week on Monday, April 20 to promote sustainable living and to educate the campus community about the importance of becoming good stewards of the planet.

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The USU launched its “Sustain U” campaign, which includes new recycling bins to accompany every single trashcan in the University Student Union. Each of the bins will be specific as to which recyclable it can contain, whether it’s for paper, plastic or aluminum.

Also, the USU will have information signage throughout the building with fun facts regarding recycling and sustainability – on recycled paper, of course.

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On Tuesday, students can learn the various ways to stay green at the Earth Day Celebration, which is scheduled from 11 a.m.-2 p.m. at Friendship Walk. Several organizations, including ASI Recycling, Yard Farmers and the ASI Conservation Commission, will be on hand to pass out information about their work.

An information table about the “Sustain U” campaign will be set up Wednesday at the noontime concert on the Southwest Terrace from noon to 1 p.m.

The “Sustain U” campaign is the brainchild of the newly formed USU Sustainability Committee, which is comprised of students and staff. Its purpose is to set the direction for the USU in regards to sustainability and conservation for years to come.

CC:

Richard Haller
Lee Johnson

ASI is owned and operated by students under the advisement of professional staff. ASI has followed its mission to improve the quality of campus life for students since 1956. ASI proudly dedicates its resources to providing essential activities that enhance the students' educational experience and aid in their overall development. Services provided by ASI to the Cal State Long Beach community include, but are not limited to, the University Student Union, the Isabel Patterson Child Development Center and the Recycling Center. The organization is an auxiliary under the Division of Student Services at California State University, Long Beach. For more information about our unique organization and the services we provide, please visit the ASI website at <http://www.csulb.edu/asi>.

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