

Campaign promoting reusable water bottles

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In an effort to promote reusable bottles, the Reduce Reuse Recycle Campaign of Jackson Hole this week will issue every student in the county a stainless steel water bottle.

The effort, called One Less Bottle, will begin today. Logo bottles will also be available at several businesses throughout the valley, including Fitzgerald's Bicycles, Knobe's Radio Shack, Eco Tour Adventures, Signal Mountain Lodge, and Jackson Whole Grocer.

One Less Bottle mirrors last year's Bag 2 Differ campaign, which Reduce Reuse Recycle said was successful in distributing reusable shopping bags.

The bottle campaign continues efforts to reduce Jackson Hole's consumption of resources and landfill-bound waste through a creative educational and awareness-raising media campaign. It will start in the schools.

"Children often inspire — or nag — their parents to make lifestyle changes," said Katharine Conover, president of the Community Foundation of Jackson Hole, in a release. "As the future stewards of our planet, kids understand that reusable water bottles are a simple way to make an impact. This small change can make a big difference by having a ripple effect on their families and everyone around them."

Nearly 5,000 single-use plastic bottles end up in the waste stream every day in Jackson, said Kyle James, waste diversion manager for Teton County and one of the project organizers.

Organizers hope to reduce waste and develop more sustainable habits. In 2008, Americans spent more than \$12 billion dollars on bottled water.

"We have a great alternative," James said. "Filling up a reusable bottle offsets carbon emissions, saves millions of barrels of oil and reduces the amount of stuff we're putting in the landfill."

The campaign also reminds people that if they do use a plastic bottle, they should recycle it.

One Less Bottle is a collaborative project of Teton County, Jackson Community Recycling and the Community Foundation of Jackson Hole.