



RecycleBank®

A Growing Partnership Between Growing Companies

Rita's has partnered with RecycleBank to reward our loyal Guests for their recycling efforts. At Rita's, we recognize the value that RecycleBank brings to the community and are excited to be able to reward their Members...our Guests.

RecycleBank is nationally recognized by the media for their innovative and creative ways to motivate consumers to recycle. You can view some of their media coverage by logging onto [YouTube](#).

For every pound of recycling that is collected at a RecycleBank household, 2.5 points are added to that Member's account. The Member can redeem those points for a reward at their favorite retail outlets including Rita's. The Rita's reward for RecycleBank Members offers a \$1 off a \$5 purchase.

Eco-Footprint

One of the goals RecycleBank has is to see their collective footprint shrink. To do this, they have created a formula and graphic snapshot based on their recycling averages nationally. To view the overall RecycleBank Eco-Footprint visit www.recyclebank.com.

Rita's snapshot found on www.ritasice.com tracks our Eco-Footprint. Rita's Eco-Footprint celebrates and brings awareness to the responsible efforts of our Guests to help the planet and divert valuable resources from going to the landfill.

The trees represent the number of trees that are saved by recycling. Every 17 trees represents 1 ton or 2,000 pounds of paper that our loyal Rita's Guests recycled at their home.

The oil drum represents the amount of fossil fuel (oil) that has been saved by our Guests recycling plastic, aluminum and glass. So for approximately every 3 pounds of plastic, aluminum and glass that are recycled, one gallon of oil is saved.