

# Print Ad Copy Update

Before ORIGINAL · 2003

**You wont mind us giving our two cents.**



**Recycling Pays.**

Do you know that for every aluminum can you recycle you get two cents back? Considering that the average American drinks an average of 565 12 oz. sodas per year, a family of four can earn an extra \$45 per year simply from recycling the cans. Not to mention all of the other plastic and glass materials you can recycle: juice jugs, water bottles, and any other item with the label "CA CASH REFUND." That's money back in your pocket that otherwise would have been thrown away! So instead of this money going in your trash bin, isn't it better it goes back in your pocket? And you'll be conserving our natural resources at the same time. It takes only a few minutes to make a difference. Visit your local recycling center today!

For a location near you, visit [www.ca-recycling.com](http://www.ca-recycling.com) or call 1-800-RECYCLE.

This Public Service Announcement is sponsored by the California Department of Conservation - Recycling For Our Future.

HEADLINE

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BODY

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# Print Ad Copy Update

After PROPOSED REVISION · 2026

## Recycling Pays.

CALIFORNIA CASH REFUND PROGRAM



Did you know that for every aluminum can you recycle, you get 5 cents back? It's 10 cents for larger containers. Juice jugs, water bottles, and any item labeled "CA CASH REFUND" too. That's money in your trash or blue bin that belongs in your pocket!

It's easy to make a difference — and a few extra dollars. Visit your local recycling center today!

FIND A LOCATION NEAR YOU

[www.calrecycle.ca.gov](http://www.calrecycle.ca.gov)  
1-800-RECYCLE

THIS PUBLIC SERVICE ANNOUNCEMENT IS SPONSORED BY THE CALIFORNIA DEPARTMENT OF CONSERVATION — RECYCLING FOR OUR FUTURE

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## A NOTE ON PROCESS

I created the original "Recycling Pays" spec ad in 2003 to add to my budding portfolio, which helped me land a role at The Orange County Register that year. For fun, I recreated the new version in 2026 with tighter copy and updated facts. It's reassuring to see so clearly how I've evolved as a writer over the past 20+ years. I used scissors and a glue stick to create the original, and Claude.ai for the update — but the copy and that em dash are all mine.