



Lauderdale Lakes News Release

(LAUDERDALE LAKES, Florida) — The City of Lauderdale Lakes formally introduced their new mascot at the November 26, 2013 Commission Meeting.

The City has implemented their *Clean and Green Community Initiative* to educate its residents on the importance of recycling, water conservation, waste reduction, and more. The mascot, which is a turtle character, is a part of the marketing strategy that will be used to create more awareness and changes in behavior relating to recycling and environmental sustainability. The Turtle has visited local schools and community events located in the City of Lauderdale Lakes to encourage the children and adults to join the City's efforts to decrease their carbon footprint by 15% in a 12- month period.

Commissioner Gloria Lewis said, "I am pleased with the results of the Clean and Green Community Initiative so far. This turtle is getting the children's attention, and I kinda like him around because he promotes smiles."

A contest to give the turtle a name is underway at City Schools. "We are anticipating the naming of the mascot", said the smiling Vice Mayor, Eileen Rathery. "I really hope the children will submit a good and meaningful name for him or her. I definitely support our city initiatives that involve both learning and fun for our youth." The winning school will be awarded a \$2000.00 expense account at the City's Office Depot and a pizza party for the class that submitted the name.

This contest and several other scheduled events are incentives to motivate the students and residents to take a different approach in disposing recyclable items. A snapshot of the City's recycling efforts shows significant growth. For example, in October 2012, the City collected 39.28 –Tons, this year our October numbers were 71.58 –Tons collected. These numbers, although just one month of collection, is encouraging. Lauderdale Lakes' City Manager, Jonathan Allen said, "We are only in the beginning stages of our recycling marketing strategy and I am excited about the numbers and future the possibilities. "

Please visit our website at www.lauderdalelakes.org or call Public Works at 954-535-2815 for upcoming recycling events, monthly collection reports, and other recycling and eco-friendly related materials.



(L-R) City Mgr- J. Allen, Mayor B. Russell, Comm. E Coleman, Comm. G. Lewis, Comm. L. Williams, V. Mayor E. Rathery, Comm. P. Williams, Comm. E Haynes, and City Attny J. Brady



Mascot encouraging the children to recycle at Park Lakes Elementary School.



Mascot greeting the children at the City's annual Spooktacular event.