

# Second Chance Week

## Third Week of October

Second Chance Week is a grassroots public awareness campaign held each October to promote reuse, repair, resale and donation opportunities throughout California. During Second Chance Week, local governments, community groups, reuse businesses, and other organizations work together to hold activities geared towards promoting the use of reusable items. Items that might otherwise have been thrown away are given a "second chance."

**Web Site Information at: [www.choose2reuse.org/](http://www.choose2reuse.org/)**

- Why is Reuse Important?
- Guidelines on Selecting a Reuse Activity *(see below for highlights...)*
- Examples of Reuse Activities, including Success Stories from Past
- Second Chance Week Events
- Assistance Materials for Promoting Reuse Locally
- Guidelines for Measuring the Impacts of Reuse

## Select the Best "Reuse" Activity ... for Your Organization

**Local Governments:** Second Chance Week provides local governments with a unifying banner for promoting and increasing the visibility of reuse/waste prevention programs and opportunities, as well as leads to new lasting partnerships in the reuse community. Some Second Chance Week activities are: public education campaigns; directories of reuse, resale and repair businesses and local donation opportunities; and workshops for businesses on the profitability of reuse practices.

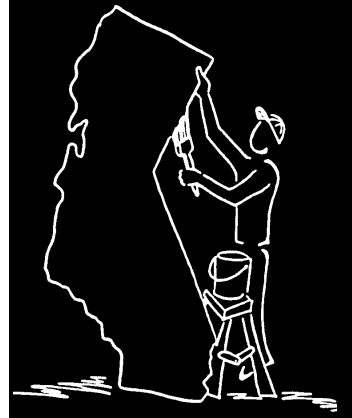
**Reuse/Resale/Repair Businesses:** Thrift Stores, Consignment Shops, and Local Materials Exchange Programs play a crucial role in putting reusable goods back into circulation. Some suggested activities include: holding a "Second Chance" sale and working with a local government agency to develop a local reuse directory.

**Nonprofit Organizations:** Nonprofits can sponsor coat drives, develop a regional directory of charities, or organize a day for the curbside pickup of donated items.

**Universities and Colleges:** Student-Run Recycling Programs can hold events for students, faculty, administration, and the college community as a whole on the benefits of reusing and repairing materials. Other events include sponsoring a collection drive for reusable items, conducting workshops on how to repair your bike, campus-wide rummage sales, or a college swap meet with other colleges in the area.

**Elementary, Intermediate, and High Schools:** Local corporations are known for donating excess supplies to local campus' and environmental groups such as art supplies, computers, and maintenance materials. Students can also organize a school yard sale, using the proceeds to benefit their school activities. Classroom lesson plans focusing on reuse and reuse art projects can also be scheduled during Second Chance Week.

For more information contact Leif Christiansen at: [leif@lgc.org](mailto:leif@lgc.org), or phone The Local Government Commission at: (916) 448-1198.



Repair, Resale, and  
Reuse Council

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