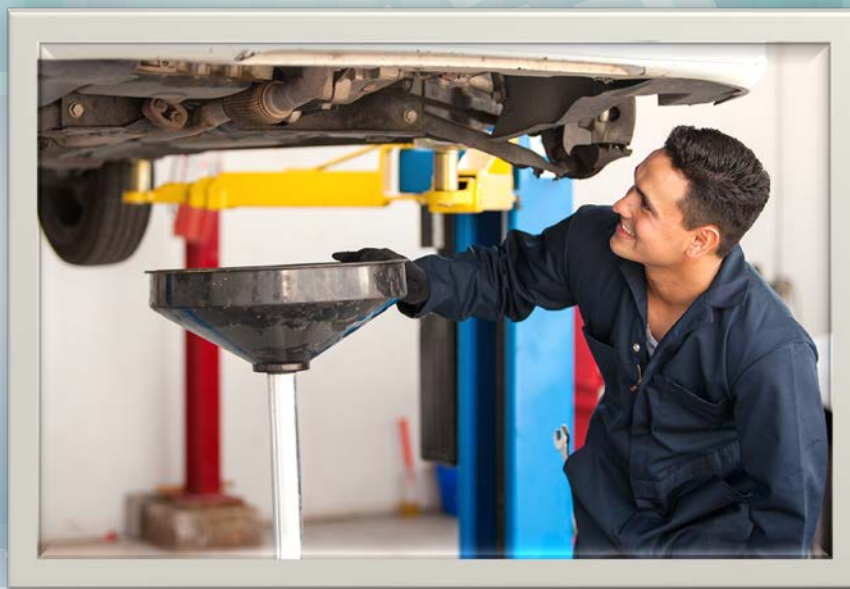


GO THE DISTANCE
**RECYCLE USED MOTOR OIL
AND FILTERS**



MAINTAIN YOUR RIDE

Check. Change. **RECYCLE.**

Statewide Used Oil Outreach & Education Effort

- Target Auto Shop Students
- High Schools & Community Colleges
- Current & Future DIYers
- 600 Campuses Targeted



Project Partners



California
Automotive
Teachers



Used Oil Recycling Education Materials

For Your Students!

Used Oil Recycling information targeted to the unique needs of high school and community college automotive students in California.

- ½ Hour Television Program
- Streaming Online Videos
- Website with Resources
- Shop Posters
- Shop Tip Pads
- Shop Rags
- Shop Counter Mats

CalRecycle



Funded by a grant from CalRecycle



California
Automotive
Teachers



Contact us: AutoStudentsRecycle@gmail.com



Laying the Groundwork

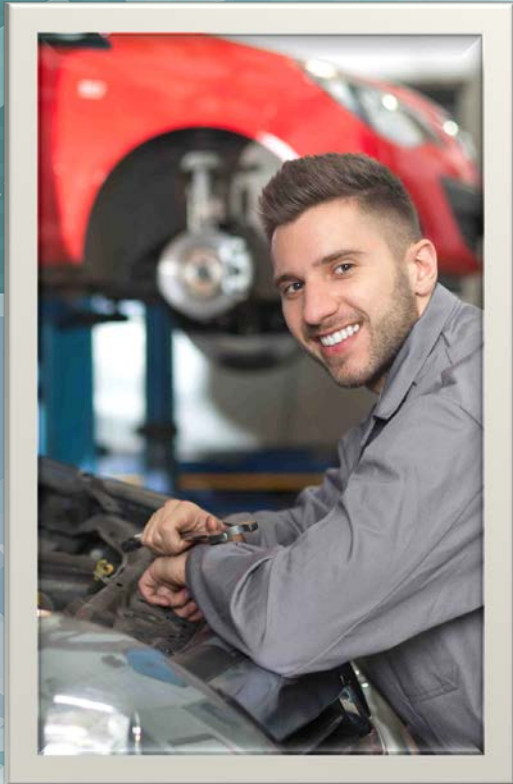
- Attend 3 Auto Teacher Conferences
- 1-on-1 Interviews with Students
- Focus Groups & Surveys with Teachers



The Documentary



The Campaign



- Air on CalChannel 208x
- Web / Streaming Content
- Distribute Shop Materials
- Place Print Ads
- Ongoing Auto Teacher Outreach

