



Keep the Holidays Beautiful

Your Guide to Hosting a Sustainable
Holiday or New Year's Celebration



KEEP AMERICA
BEAUTIFUL

RecyclaBall™

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Understanding the Environmental Footprint of Holiday Parties



The Holidays are a time of joy for many, but amid the celebrations, it's easy to lose track of waste.

Close your eyes for a second; think about all the plastic decorations, single-use party supplies, discarded wrapping paper, leftovers and those “seemed like a good idea at the time” fireworks.

Multiple studies suggest that Americans throw away 25-43% more trash between the Thanksgiving and New Year's holiday period.¹ That's a lot of waste, and it's easy to let the reality of it make you feel less festive about the holiday season.

The good news, though: You don't have to sacrifice fun or elegance to throw an exciting and sustainable party during the holidays! 2024 is

the perfect time to set sustainability resolutions to help foster a brighter, greener future for us all. Across decorations, food, drink and entertainment, we will highlight the many ways to make your holidays beautiful for years to come.

Keep America Beautiful has come up with a way that you don't have to sacrifice fun or elegance to throw an exciting and sustainable party during the holidays! For 2024 KAB has set sustainability resolutions to help foster a brighter, greener future for us all, launching the inaugural **Reduce, Reuse, RecycleBall™ in NYC for Earth Day 2024 and RecycleBall DIY kits Nationwide**. Across decorations, food, drink and entertainment we will highlight the many ways to make your holidays beautiful for years to come using your DIY skills.

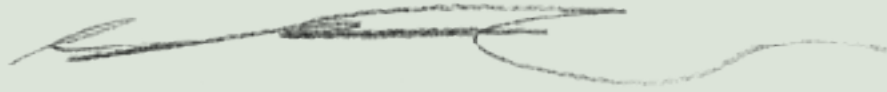






A TOAST TO TASTEFUL DECOR

Earth-Conscious Decoration Tips



Decorations create a fun and festive atmosphere. The more memorable, the better! But do you know what lasts well beyond those lifetime memories? Single-use plastics and disposable decorations.

These types of products abound in big box stores during this time of year. While it can be tempting to grab some cheap items next to the checkout counter, it's important to think about the environmental impact.

Instead, incorporate elements that give your gathering ecological elegance:

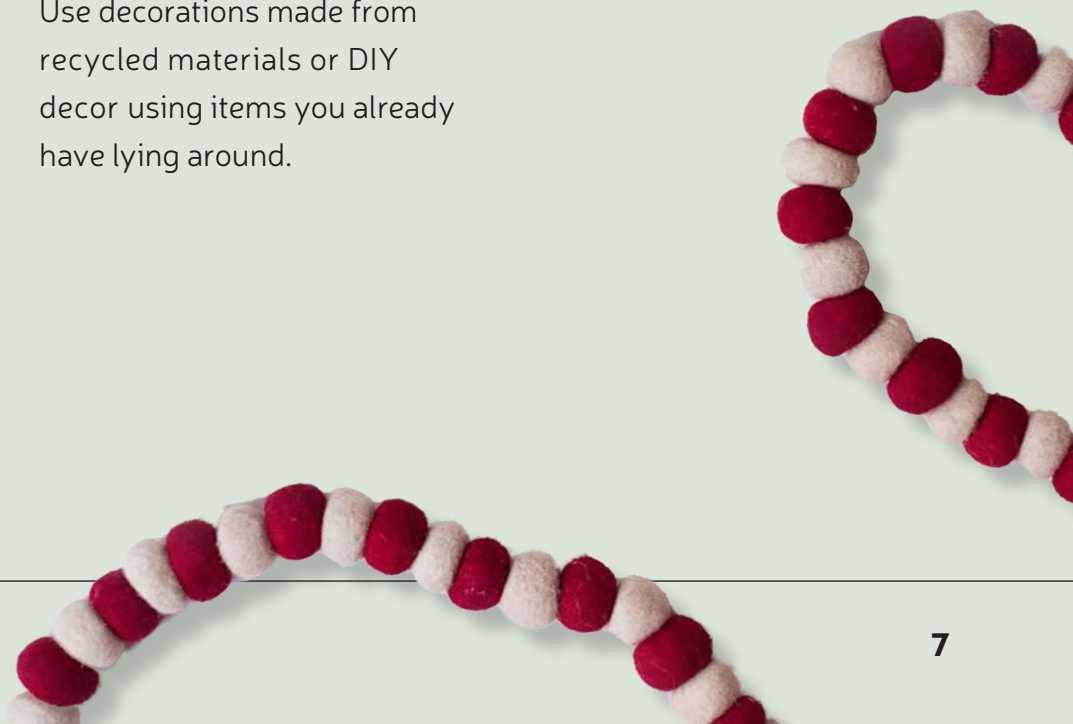
Nature's bounty:

In the vein of hosting icons such as Martha Stewart, try foraging for natural materials to create table centerpieces, such as flowers, leaves and other forest finery.

Recycled decor:

Use decorations made from recycled materials or DIY decor using items you already have lying around.

If you must purchase a few plastic decorations, don't be too hard on yourself. But do ask: Will they hold up to use next year, or will they live in a landfill for centuries? Never forget the old phrase: reduce, reuse, recycle!



CHEERS TO GREENER YEARS

Sustainable Food and Drink Tips

It wouldn't be a party without food and drink. But that doesn't mean there has to be copious amounts of waste, either. When planning for your big bash, it's important to be mindful of overconsumption.

40% of all food in America goes to waste.



It's a disheartening truth, but nearly half (40%) of all food in America goes to waste. To Help Keep the Holidays Beautiful, here are a few ways to reduce food waste while the good times roll:

- ✦ **Friendly farmers:**
Be thoughtful when scanning the grocery aisles. Buy organic where you can and consider the carbon footprint of your food. Shopping locally is also a great option!
- ✦ **Compostable plates and utensils:**
Forget about plastic. There are plenty of biodegradable, compostable items such as plates, cups and utensils that are far more environmentally friendly.
- ✦ **Reuse or Rental:**
Renting low-cost plates and cups can be nearly the same price as buying disposable ones. Plus, most rental places will do the washing for you! You can always thrift extra dishes and flatware, too.





ECO-ENTERTAINMENT

Sustainable Party Activity Tips and Ideas



Elegance and excitement aren't characterized by fast-fashion clothes or disposable noisemakers that will spend an eternity in a landfill. Cultivating a great party requires a keen eye for entertainment, as well as a green thumb.

Here are other, more eco-friendly ways to entertain:

✦ **DIY your noisemakers:**

If you want to make some noise in celebration of the new year, try making shakers out of reusable materials. Make it a craft for attendees to enjoy!

✦ **Take and share a sustainable resolution:**

Have guests come up with and share sustainable ideas and resolutions that they plan to take into the near year.

✦ **Bubble drop:**

The infamous balloon drop is an exciting part of New Year's Eve; however, latex balloons are a nightmare — they don't decompose and animals often mistake them for food. Instead, consider a "bubble drop" using an eco-friendly soap bubble solution.

Embracing Sustainable Endings for New Beginnings



Creating memorable holiday moments doesn't have to come at the expense of the environment. A Keep the Holidays Beautiful party delivers all the elegance, excitement and celebration emblematic of this time of year without all the extra garbage.

Every small action, from eco-friendly decorations to mindful food consumption, helps make a larger positive impact on the planet.

Keep America Beautiful is excited to make our New Year's resolution, furthering our commitment to inspire the clean-up and beautification of communities across America, we are launching the inaugural **Reduce, Reuse, Recyclaball™ in NYC for Earth Day 2024**.

Scheduled intentionally between Fashion Week and the Met Gala, the **Reduce, Reuse,**

Recyclaball will be a ZERO WASTE gala and fashion show, repurposing sets, props, and materials. We'll ask attendees to make beautiful choices for the evening from the world of upcycled and recycled materials and reuse fashion. Everyone will be invited to put their DIY skills to use and host their own Recyclaball!

We encourage you to join us, set your sights on sustainability – and a make your own resolution by hosting an eco-conscious gathering of your own.

For more information about Recyclaball email development@kab.org.

Subscribe to our newsletter for more ideas about how to contribute to a cleaner, greener and more resilient planet.

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1. <https://scdhec.gov/environment/recycling-waste-reduction/prevent-waste-during-holidays>
 2. <https://www.feedingamerica.org/our-work/reduce-food-waste#:~:text=How%20much%20food%20waste%20is,food%20in%20America%20is%20wasted.>



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