



2025 WRAP REPORT

Inspiring People Across America to Recycle and Take Action

Each November, Keep America Beautiful brings people across the country together for America Recycles Month—a national campaign dedicated to educating and inspiring individuals, communities, and organizations to recycle more and recycle right.

At the heart of the campaign is America Recycles Day on November 15, the only nationally recognized day devoted to promoting recycling in the United States.

Through national awareness, educational resources, digital engagement, and community-led events, America Recycles Month helps people discover simple ways to care for the places they live.

Because when we work together—even through small actions—we can create meaningful community improvement and healthier neighborhoods for everyone.

“America Recycles Month reminds us that small actions—taken together—can make a big difference. When individuals, families, and communities commit to recycling more and recycling right, we help create cleaner, healthier neighborhoods and a more beautiful America for everyone.”



Jennifer Lawson
President and CEO
Keep America Beautiful

Educating and Inspiring a Nation

America Recycles Month served as a powerful platform to help people better understand recycling, why it matters, and how everyday actions can make a difference.

- In partnership with The Harris Poll, Keep America Beautiful released a new national [survey](#) finding 87% of Americans believe in value of recycling, but the national recycling rate remains stuck at 32%.
- For the third year, the Do Beautiful Things podcast featured educational interviews on recycling and sustainable living, from garage shelves to national parks. *(See the episodes below.)*
- Americans tested their recycling knowledge through the [America Recycles Quiz](#). In total, 917 people accepted the challenge.
- KAB launched the [#AmericaRecycles Challenge](#), a 30-day initiative designed to encourage recycling each day of November.



**#AMERICARECYCLES
CHALLENGE**

Wednesday, November 26

Learn to recycle batteries.
Batteries contain valuable materials—find a drop-off near you to keep them out of landfills.

Share your action with a photo or video using
[#AmericaRecycles](#) and tag [@KeepAmericaBeautiful](#)



**Do Beautiful Things
PODCAST**

Host
JENNY LAWSON
President & CEO
KEEP AMERICA
BEAUTIFUL

Do Beautiful Things Podcast: Recycling Reality Check

Recycling Episodes:

[Inside the Effort to Keep Our National Parks Clean Beautiful](#)
Published November 21, 2025

[From Garage Shelves to Beautiful Communities:
The Power of Paint Recycling](#)
Published November 14, 2025

[Atlanta Sustainable Fashion Week:
Where Style Meets Sustainability](#)
Published November 7, 2025

AMERICA RECYCLES MONTH 2025 BY THE NUMBERS



Keep America Beautiful affiliates and partners collected over:



35M
pounds of
recyclables



19M
pounds of litter
and debris



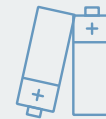
1.8M
pounds of e-waste



3.9M
pounds of
single stream



2.7M
pounds of paper
& cardboard



5.9M
pounds of other

Note: Data includes all Keep America Beautiful programming throughout 2025.

In November 2025, our affiliate network and partners contributed to:



2.5M
pounds of
recyclables



58,597
pounds of litter
and debris



479
public spaces cleaned



50
miles of
roads cleaned



19
miles of water-
ways cleaned



382
events hosted



115,483
volunteers
& participants

Note: Data only includes America Recycles Day programming during the month of November 2025.

AMERICA RECYCLES MONTH 2025 MEDIA SUMMARY



Top national media stories included:

[Americans Overwhelmingly Support Recycling, Yet Rates Remain Stubbornly Low and Many Don't Get It Right](#)

[Mattress Recycling Council Urges Californians to Recycle Mattresses for America Recycles Day](#)

[America Recycles Day Encourages a Commitment to More Sustainable Practices](#)

EDITORIAL & BROADCAST REACH **1.58 BILLION**

Additional Recycling Stories

[Keep America Beautiful Honors Marine Corps Logistics Base Barstow with 2025 America Recycles Day Hero Award](#) – Published November 17, 2025

[Give Thanks, Not Waste: Simple Ways to Celebrate a More Sustainable Thanksgiving](#) - Published November 11, 2025

[Americans Overwhelmingly Support Recycling, Yet Rates Remain Stubbornly Low and Many Don't Get It Right](#) - Published November 3, 2025

EARNED SOCIAL MEDIA REACH **5.97 MILLION**

This figure represents the total reach of social media posts mentioning America Recycles Day or Keep America Beautiful, collected from a variety of platforms—including Facebook, Instagram, LinkedIn, and others—within the specified date range. It includes both third-party posts and content published on Keep America Beautiful's own social media accounts.

Top Article by Social Echo:

[Give Thanks, Not Waste: Simple Ways to Celebrate a More Sustainable Thanksgiving](#) – **8.25K** Reach, Shared **94** times on Facebook + X

OWNED SOCIAL MEDIA REACH **52.7 THOUSAND**

The following data is based exclusively on posts that were natively published on Keep America Beautiful's branded social media accounts during the same timeframe. (FB, X, IG, LI, YouTube, TikTok). All show significant growth compared to 2024.

Top Performing KAB Owned America Recycles Day Posts:

FACEBOOK

Posts: **87** Reach: **375K** Video Views: **5.93K** Engagement: **15K**
[#AmericaRecycles 30 Day Challenge](#) – **10%** Engagement Rate
[#AmericaRecycles Quiz](#) – Engagement rate **8.36%**

INSTAGRAM

Posts: **793** Reach: **53.4K** Video Views: **122K** Engagement: **5.1K**
[It's America Recycles Day](#) – Engagement rate **6.72%**

X (TWITTER)

Posts: **74** Video Views: **307** Impressions: **6.38K**
[Terracycle Podcast](#) – Engagement rate **14.29%**
[#AmericaRecycles Quiz](#) – Engagement rate **10.53%**

LINKEDIN

Posts: **64** Reach: **20.5K** Impressions: **32.6K**
[ILACSD Cigarette Litter Blitz](#) – **25.09%** Engagement Rate

TIKTOK

Posts: **18** Reach: **7.36K** Video Views: **8.36K** Engagement: **680**
[The Recycling Partnership Podcast](#)
Video Views **986**; Engagement rate **10.55%**
[Halloween Recycling](#)
Video Views **1,218**; Engagement rate **7.47%**

AMERICA RECYCLES MONTH 2025 AFFILIATE EVENTS



Keep McIntosh Beautiful (Collection Event)

In Georgia, Keep McIntosh Beautiful marked America Recycles Day with a collection event, drawing 77 vehicles in six hours and collecting electronics, bulky items, scrap metal, batteries, mattresses, and more—plus a record 709 tires **totaling 14.73 tons**.



Keep Atlanta Beautiful Commission (Tire Recycling):

Keep Atlanta Beautiful Commission hosted Atlanta Recycles Day and Amnesty Clean-Up on Saturday, November 15, giving residents a convenient way to recycle paper, single-stream materials, electronics, small car scrap tires, and more.



AMERICA RECYCLES MONTH 2025 AFFILIATE EVENTS



Keep Wakulla County Beautiful (Education Event):

Keep Wakulla County Beautiful joined Florida DEP, FSU Marine Lab, and Keep Florida Beautiful at Ochlocknee State Park for America Recycles Day, sharing smart swap ideas, sustainable items, and recycling education to help residents reduce waste.



Keep Charlotte Beautiful, Inc. (FL) (Collection Event):

Keep Charlotte Beautiful, Inc. (FL) hosted a recycling event on Saturday, December 6, 2025. This touchless, drive-thru event allowed participants to safely dispose of electronics, securely shred personal documents, and drop off old prescriptions right from their vehicles.



Celebrating Recycling Leadership

America Recycles Day is also an opportunity to recognize organizations that demonstrate leadership in sustainability and recycling.

The 2025 [America Recycles Day Hero Award](#) was presented to Marine Corps Logistics Base Barstow, honoring its commitment to environmental stewardship and responsible waste management.

Their leadership reflects the spirit of America Recycles Month—showing how dedication and action can create lasting impact.

Keep America Beautiful Honors Marine Corps Logistics Base Barstow with 2025 America Recycles Day Hero Award

Marine Corps installation honored for advancing recycling and sustainability across its 5,567-acre desert base



Looking Ahead

America Recycles Month remains an important part of the Greatest American Cleanup, a nationwide effort to create cleaner, greener communities as the country approaches America's 250th anniversary.

By raising awareness nationally and activating communities locally, Keep America Beautiful continues to inspire people across the country to take action every day.

Together, we can recycle more, reduce waste, and create communities we are proud to call home.

Because when people come together with purpose and pride, we can truly do beautiful things.



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