

## Social Media: July Schedule

### Go Bagless and 90 Ways to 90%

#### Twitter

##### July 2

Have u gone bagless w/ your lawnmower yet? Tweet us a pic of ur healthy lawn! Learn all about it:



##### July 4

2<sup>nd</sup> iPad Mini up for grabs! Submit a 10-30 second video showing how you reduce waste. Check it out

Win an  
iPad Mini with  
Retina Display!

#90Waysto90



##### July 5

#GoBagless! Leave the clippings on your lawn. Even @TheeYukonJack is trying it this summer! #yeg



### July 7

Month #2 of our iPad Mini contest! Submit a short video showing how you reduce waste. Check it out

Win an iPad Mini with Retina Display!

#90Waysto90



### July 9

Time to mow the lawn? #GoBagless: it saves time AND fertilizes the lawn. Got questions? Learn more



### July 12

Bored this wkend? Make a short video showing how u reduce waste for a chance to WIN an iPad Mini:

Win an iPad Mini with Retina Display!

#90Waysto90



### July 14

WATCH: one SIMPLE change can have one BIG consequence. Look at what this Edmontonian has recently learned #yeg #GoBagless

### July 16

WIN an iPad Mini! Submit a 10-30 second video 2show how u reduce waste. Need ideas? Check what's already been submitted

### July 18

Do you have a #GoBagless lawn sign? Help spread the word in your community. Request one here:



### July 21

WATCH: Basset's belly guide to mowing the lawn – now that's a unique take on #GoBagless!

### July 23

Are you a GREEN waste-reducing machine? We'd love 2hear from u! Share a tip w/ a quick video 4a chance 2 WIN an iPad Mini

### July 25

WATCH: Did u know? U DON'T need a mulching mower to #GoBagless. Just keep the blades sharp:

### July 27

Last week to enter for 2<sup>nd</sup> iPad Mini draw! Submit a #90waysto90 video: deadline midnight July 31

Win an iPad Mini with Retina Display!

#90Waysto90



### July 28

Wanna save time, money & back ache? #GoBagless – it's good for your lawn & the No.1 way to reduce your waste: #90waysto90

### July 30

Do u #GoBagless? Take a short grasscycling video & submit it 2 WIN an iPad Mini! Need inspiration? Check these out!

### July 31

LAST CHANCE to be entered into our 2nd iPad Mini draw for our #90waysto90 contest! Deadline is midnight tonight #yegwaste

## Facebook

### July 7

It's the second month of our iPad Mini contest! For a chance to win, simply submit a short 10-30 second video showing how you reduce waste at home.

Need inspiration? Visit [90Waysto90.com](http://90Waysto90.com) to view 90 different ways in which you can easily reduce your household waste—and help Edmonton reach its goal of diverting 90 per cent of waste from landfill.

**Win an iPad Mini with Retina Display!**

**#90Waysto90**



### July 17

Did you know that 60% of Edmontonians – including Mayor Don Iveson, Oilers Captain Andrew Ference and The Bear radio host Yukon Jack – already Go Bagless by leaving their grass clippings on the lawn? Join them. Grass clippings are good for your lawn and this practice saves you time bagging and dragging the clippings and is good for the environment.

Visit [Edmonton.ca/gobagless](http://Edmonton.ca/gobagless) to learn more and enter a contest to win an iPad Mini. Tell your friends and family!



## July 24

Imagine one extra day of free time during the summer! It's possible! Go Bagless and leave the clippings on the lawn every time you mow. This could save the time and effort of bagging and dragging your clippings. It potentially adds up to one full day of work!

Do you already Go Bagless? Submit a short video showing how and you'll be entered into a draw to win an iPad Mini.



## July 31

LAST CHANCE to enter for the second iPad draw of our 90 Ways to 90% Less Waste contest! Send us a 10-30 second video that illustrates how you reduce waste at home. Deadline midnight tonight.

Visit [90WaysTo90.com](http://90WaysTo90.com) for more information and to see videos of the many ways that Edmontonians reduce their waste.

**Win an  
iPad Mini with  
Retina Display!**

**#90Waysto90**

