RECYCLE USED OIL

Used Motor Oil Recycling Program

Asian Outreach

Prepared by: Lang/Pan/Chan Public Relations

Planning & Research

- Objectives
- Budget
- Methodology

Telephone Interviews

- Demographic Profile
- Used Motor Oil Disposing Habit
- Reasons for <u>not</u> Recycling
- Concerns about Dumping Oil

Focus Group Study

- Two Focus Group Conducted
- Participants Criteria
- Oil Change Habits
- Recycling Issues

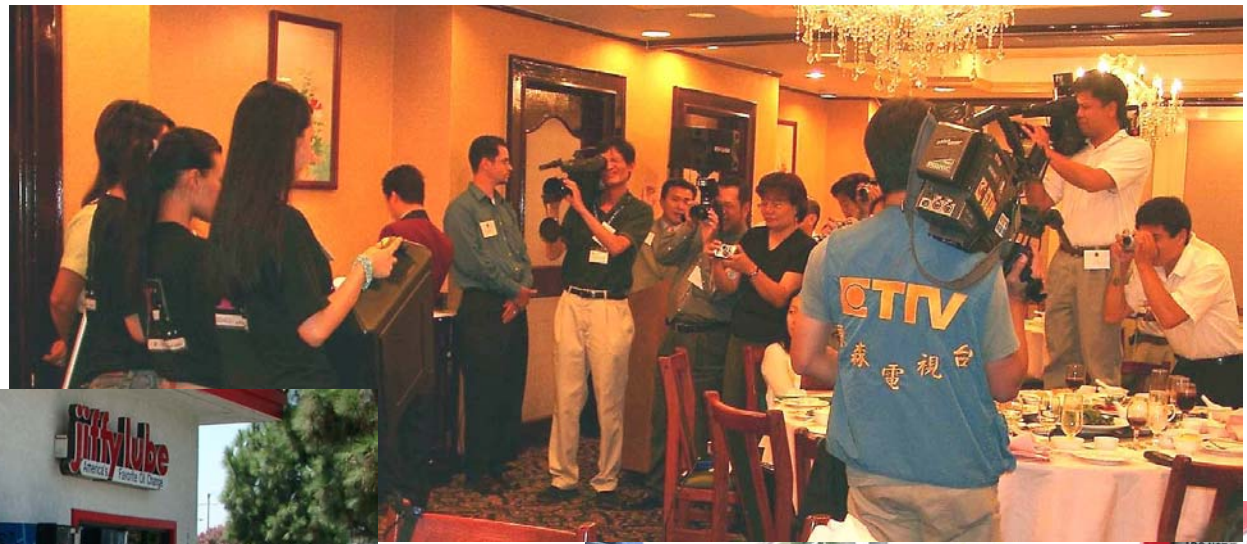
Ranking of Incentives

- More Collection Locations
- More Advertising
- More Convenient
- Product Discounts
- Free Containers

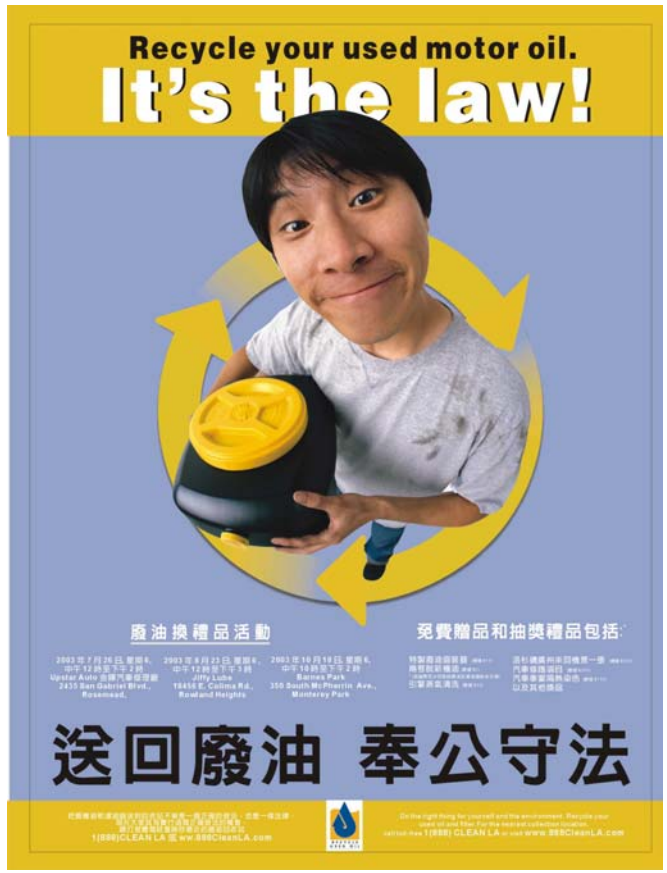
Ad Campaign

送回廢油
奉公守法
廢油換禮品活動
2003年7月26日，星期6，中午12時至下午2時
Upstar Auto 金輝汽車修理廠
2435 San Gabriel Blvd., Rosemead,
免費贈品和抽獎禮品包括:*
特製廢油盛裝器 (價值$15)
兩令脫新機油 (價值$5)
* (須攜帶至少四令脫舊油及濾油器前來交換)
洛杉磯廣州來回機票一張 (價值$800)
汽車修護項目 (價值$300)
汽車車窗隔熱染色 (價值$150)
引擎蒸氣清洗 (價值$50)
以及其他獎品
可預先到金輝汽車修理廠、汽車世界等地索取特製廢油盛裝器和抽獎號碼，預先登記可獲得雙倍
抽獎號碼及特別禮品 詳情請電中文熱線 213.239.6688 ext: 102
THE CHINA PRESS
隨意棄置廢機油，不但危害健康、環境生態，更會受到 $1,000 的罰款或其他更重刑罰。
把舊機油和濾油器送到回收站不單是一個正確的做法，也是一條法律。現在大家就有實
行這個正確做法的機會。
請打免費電話查詢你最近的廢油回收站 1(888)CLEAN LA 或 www.888CleanLA.com
RECYCLE USED OIL
此訊息和活動由洛杉磯縣提供及主辦，並獲加州綜合廢棄物管理委員會基金撥款。

Media Outreach

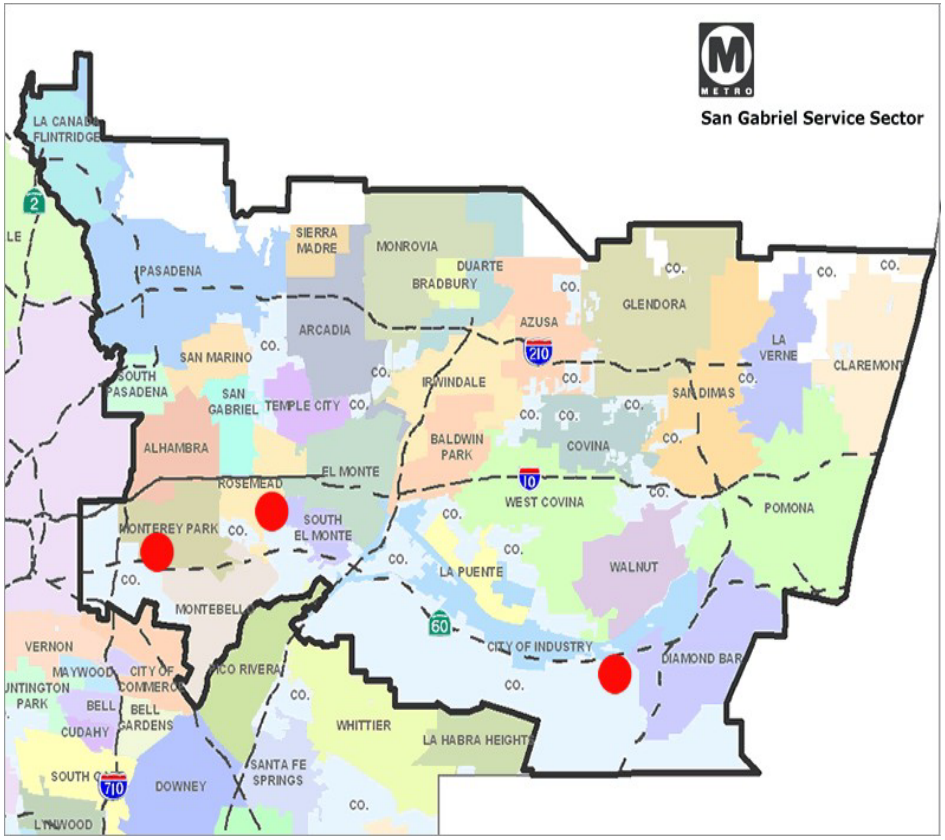


Grassroot Outreach



Collection Events

- **Saturday, July 19,2003**
  Upstar Auto Sales & Services, Rosemead, CA
- **Saturday, August 23, 2003**
  Jiffy Lube, Rowland Heights, CA
- **Saturday, October 18, 2003**
  Barnes Park/City Hall, Monterey Park, CA



Collection Events