



**Recycle Your  
Vape**

**Recap Report**



# RECYCLE YOUR VAPE



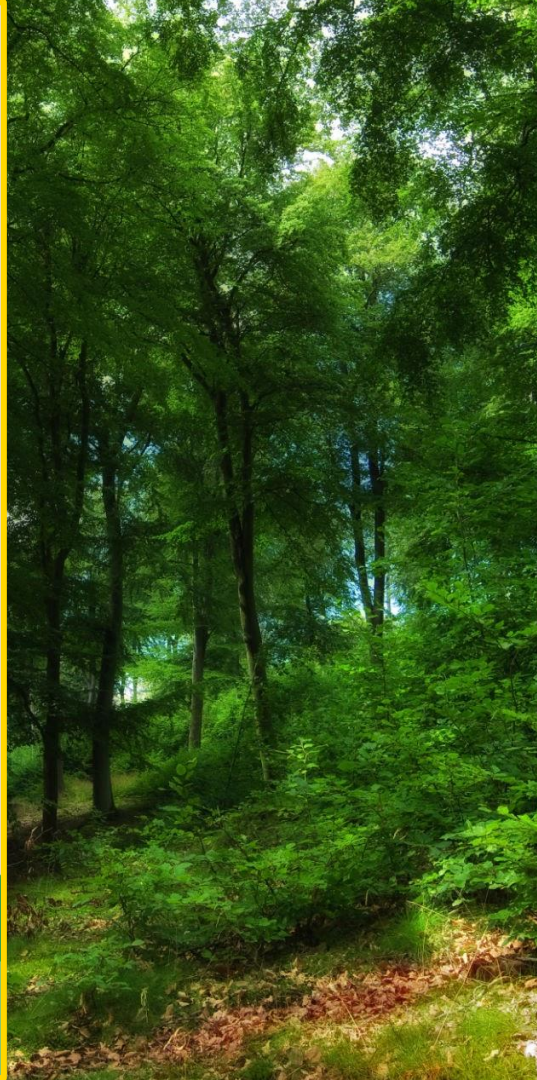
**DROP OFF  
EVENT**

**SATURDAY  
MAY 31**  
12PM - 4PM

**MCCARREN PARK PARKHOUSE  
BROOKLY, NY**



**RECYCLE  
YOUR VAPE**



# PROJECT OVERVIEW

---

Recycle Your Vape is a drop off event, hosted by [We Are Atlas](#) and the [Vape Waste Project](#), held on World No Tobacco Day, May 31st, from 12:00 to 4:00 PM next to the McCarren Parkhouse in Brooklyn. Community members are encouraged to bring used vape devices to be safely and responsibly recycled with the New York City Department of Sanitation.

The goal of the event is to raise awareness about vape waste, public health concerns, as well as activate a marketing campaign to onboard people into the Vape Waste Project thru press, social media, event activation engagement and email newsletter signups.

# REPORT CATEGORIES

---

**A.** Marketing

**B.** Press Coverage

**C.** Event Engagement

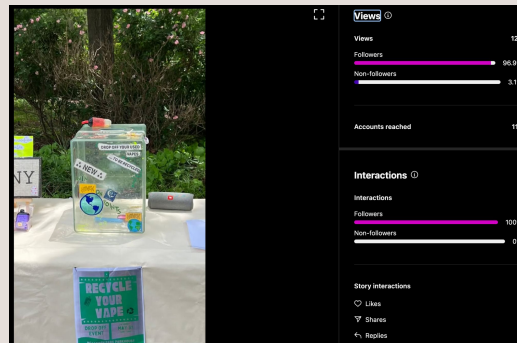
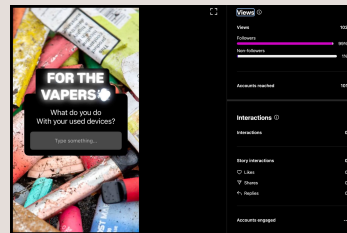
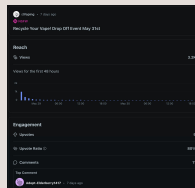
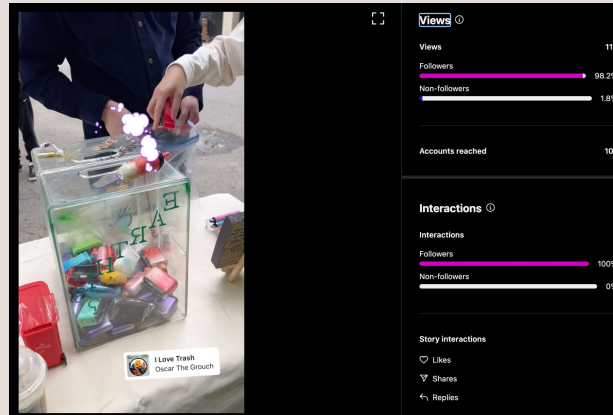
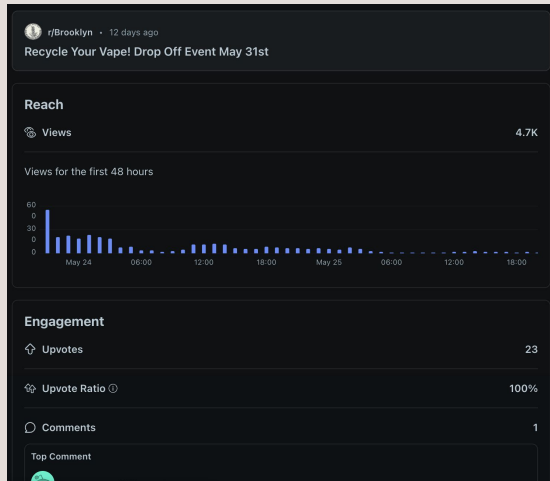
**D.** Partner Contact



**MARKETING**



# MARKETING ON REDDIT AND INSTAGRAM



# MARKETING

		Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Total
Reddit	Views	511	460	3200	4700				11471
	Likes	2	3	9	23				55
Instagram	Views	111	113	75	129	119	113	102	762
	Likes	10	5	3	4	3	5	0	30
							Total Views:	12233	
							Total Likes:	85	

# PRESS COVERAGE

# PRESS COVERAGE

6/4/25, 11:01 PM Used Vapes Drop Off (Collection) Event on World No Tobacco Day, May 31st | To Do NYC

Noticia

Post Your Event Back to Noticia NY Discover Our Network Contact Us Jobs

Things to do in NYC

Find upcoming events in your neighborhood


POST AN EVENT

Brooklyn Community Environment Free Health & Fitness Outdoors

## Used Vapes Drop Off (Collection) Event on World No Tobacco Day, May 31st

May 31, noon – 4 pm.

Free



RECYCLE YOUR VAPE

Drop off your used vapes & we'll recycle them on your behalf! DSNY showed that NY-ers sent to landfills over 500 tons of used vapes in 2022. Show up even if you have one vape, or no vape – get info from us on how to recycle vapes from now on! Our event is on Saturday, May 31st (World No Tobacco Day), noon to 4 pm, in

VIEW ALL JOBS...

https://events.noticiany.com/event/used-vapes-drop-off-collection-event-on-world-no-tobacco-day-may-31st/

1/5


[LINK](#)

6/4/25, 11:05 PM Only Good Vibes: Vape Recycling in NYC | Happy Eco News

Happy Eco News

Writing / Contributed Articles / World

## Only Good Vibes: Vape Recycling in NYC



Only Good Vibes: Vape Recycling in NYC. Image: Nora

Nora

Wed 28 May 2025

Reading Time: 4 minutes

## Only good vibes: Vape recycling in NYC

https://happyeconews.com/only-good-vibes-vape-recycling-in-nyc/

1/12

[LINK](#)



**EVENT ENGAGEMENT**

# EVENT ENGAGEMENT



# EVENT ENGAGEMENT

---

Vapes Collected	10 Lbs
Interactions*	45
Email Signups	5
Impressions*	400

\*Approximate

# PARTNER CONTACT



**RECYCLE  
YOUR VAPE**

**EMAIL**



**WEBSITE**



**WEBSITE**