



Great Lakes Clean Water Organization

www.GreatLakesCleanWater.org

TO: Marketing/Advertising/Public Relations

FR: Great lakes Clean Water Organization

RE: Yellow Jug Old Drugs Program

The Yellow Jug Old Drugs program is a unique opportunity to sponsor a program for a Michigan based non profit that will provide your company or organization with high visibility and tell your customers that you are concerned about their health and our environment.

As a sponsor of the Yellow Jug Old Drug program you will benefit from

- The opportunity to align yourself with unique new service that has high growth potential
- The opportunity to identify your company with a clean water initiative
- High visibility in pharmacies and communities across Michigan
- Your name directly in front of customers as they purchase over the counter medications, prescription drugs, vitamins, health related items etc.

Program sponsor opportunities are available in most areas in Michigan. Sponsorship will enable us to offer the Yellow Jug Old Drug program to more communities in Michigan.

Program Sponsor Categories

Individual Pharmacy	\$300
Community	\$1,200
Region	\$3,600
Entire State	\$129,600

1. Description of Organization

Great Lakes Clean Water Organization is a Non-Profit 501(c) 3 Corporation based in Michigan. Federal ID # 26-4126187. State of Michigan Corporation #7040V. We are governed by a volunteer board of directors.

Great Lakes Clean Water Organization Mission is to:

Promote the collection and disposal of unused/unwanted drugs in a safe and approved manner. This will keep harmful effects of drugs out of ground water, surface water and municipal water systems in Michigan and the Great Lakes region.

2. Program Overview

The Problem

Most of us in Michigan live within a short drive to one of the Great Lakes and usually within walking distance to a nearby stream, river or inland lake. Water in Michigan is abundant, cleaner than it was years ago but not as pure as it could be. Wherever we are in the State or in the Great Lakes region we should be concerned about the emerging issue of trace amounts of pharmaceutical compounds showing up in our surface, ground water and municipal water systems.

According to the Michigan Department of Environmental Quality (DEQ) studies throughout the US have revealed the presence of trace amounts of pharmaceutical compounds in surface and ground water. Pharmaceutical contamination of water has a negative impact on the aquatic ecosystem including fish, birds and other wildlife. A study by the US Geological Survey concluded that 80% of streams sampled contained detectable levels of compounds found in common medications. According to the DEQ, wastewater treatment plants are not designed to remove or process many compounds found in medications that end up being discharged into our surface and ground water. Even if you live in a more remote area, you are not immune to potential problems. Your drinking water may be affected and many medications including antibiotics, can destroy the beneficial bacteria necessary for a septic system to operate properly.

The Solution

Pharmacists, health professionals, waste management authorities, municipalities and government agencies agree that something should be done to keep unused/unwanted drugs from going into our water and landfills, but most communities in Michigan do not currently have collection programs. Therefore most are forced to continue the practice of flushing drugs down the drain or sending to a landfill.

What is needed is a comprehensive state-wide approach to collecting and disposing of unused/unwanted drugs in a safe and approved manner. The Yellow Jug Old Drugs program is providing that solution.

After completing a survey of pharmacists in Michigan, the Yellow Jug Old Drugs pilot program began May 1st 2009 at participating pharmacies in Alpena, Alcona, Iosco and

Presque Isle Counties. The program has expanded to communities in Montmorency, Crawford, Roscommon, Otsego, Cheboygan, Arenac, Oscoda and Bay Counties.

The Yellow Jug Old Drug program is now available at 25 pharmacies in Northeast Michigan with at least one participating pharmacy in every community in the region. The Northeast Michigan program is currently funded by United Water of Alpena, the Community Foundation of Northeast Michigan and participating pharmacies.

The Yellow Jug Old Drug containers are picked up at pharmacies every other month and are then incinerated in a State of Michigan approved facility. Incineration is recommended by the World Health Organization as the most thorough and environmentally responsible method of destroying unused/unwanted drugs.

3.The Future

The Great Lakes contain over 95% of all surface freshwater in the US. We should be leading the way in promoting comprehensive solutions to collecting and properly disposing of unused/unwanted/expired drugs to keep them out of our water.

Working together we can!!!!

We are the only non profit program in Michigan providing collection of unused drugs in cooperation with pharmacies on a daily basis. The Yellow Jug Old Drugs program is the largest program of it's kind in the state in number of pharmacies as well as geographic area covered. We plan to offer our program to other communities across the state and hope someday that every community in Michigan will have a program in place to collect and dispose of unused drugs in a safe and approved manner.

Because clean water is important to everyone perhaps the Yellow Jug Old Drugs program will be available in other states as well.

Partnering with the Yellow Jug Old Drug program will tell potential customers that you care about their health and the environment in a very meaningful way

Not only would that be great advertisement for your company but think of the legacy-the legacy of clean pure water for the state of Michigan and Great Lakes region.

As a community or regional program sponsor your company logo would be added to print posters, flyers, counter mats. news releases and Video Public Service Announcements. Posters are prominently displayed at participating pharmacies. Counter Mats are displayed at pharmacy counters. Video PSAs are broadcast on local TV stations as a community service to the program on a space available rotation.

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