

History of CAN IT

CAN IT (Clean A Neighborhood In Town) is a litter abatement outreach program conceived and implemented by grass roots non-profit Wood-to-Wonderful in Reading, PA, in 2007. The goals of CAN IT in Reading are to keep litter off the streets and give residents the opportunity to help keep Reading clean.

CAN IT litter cans were originally 55-gallon metal barrels with whimsical stenciled designs placed at schools, churches, residences, etc. At present, plastic barrels with vinyl designs are used as CAN IT litter cans and are maintained by those who request them—the unique aspect of this program. Currently, there are 800 CAN IT cans in use in Reading where 39.6 % of its residents live at or below the poverty level.

The newest generation of custom-made CAN IT litter cans like those shown below are now being marketed to communities, businesses, organizations, and individuals. These distinctive CAN IT litter cans with vinyl logos and designs are mini-billboards which advertise businesses, etc., as well as help the environment. They can be used inside or outside.



CAN IT Litter Cans

Your choice of available colors
Your logo on litter can
Charitable tax deduction

What is needed for my artwork?

Send your logo electronically to
Wood-to-Wonderful
in one of the following formats:

Vector files (preferred):

.AI .EPS .PDF

Raster files:

.JPEG .EPS .TIF .PDF

with resolution of 100-150dpi
at final print size

Note: Width not to exceed 10.5 inches

Good for the environment
Good for your community
Excellent marketing tool
Good for your business

How do I order these litter cans?

Contact

Doug Brown, Director
Wood-to-Wonderful 610-378-8697
1044 N. 8th Street Reading, PA 19604
woodtowonderful@comcast.net
www.woodtowonderful.org
Wood-to-Wonderful is an
IRS-determined 501(c)(3) organization

CAN IT

Clean A Neighborhood In Town



Custom-Made Mini-Billboard Litter Cans

www.woodtowonderful.org

TOPS

Red Blue
Orange Green
Yellow Brown
White Black



Bottoms

Blue
Black
Yellow

What is CAN IT?

CAN IT (Clean A Neighborhood In Town), is a Wood-to-Wonderful program in Reading, PA, which offers for a donation of \$295 new, attractive, 55-gallon plastic litter cans for businesses, sports stadiums, schools, churches, non-profits, etc., as a way to keep the environment clean, advertise businesses, and clean up community areas as well as help raise funds for Wood-to-Wonderful. Company logos make CAN IT litter cans mini-billboards.

CAN IT litter cans are marketed as a fundraiser with the proceeds going to help Wood-to-Wonderful fund its "Reading is Toyrific," wooden toymaking, Re-Bike-Cycle, and work with adults with disabilities community outreach programs.

Note: A portion of the cost of each CAN IT litter can is tax deductible.



\$295
plus delivery

What You Get

- *Tax deduction*
- *Plastic dome top in your choice of 8 colors*
- *Plastic 55-gallon drum in your choice of 3 colors*
- *Your company logo and web-site in vinyl on drum*
- *Hardware to connect top & drum*
- *Paver for stability*
- *Starter plastic bag set*