



Presented by Coinstar®, Change for our Earth™ - www.changeforourearth.com - raises awareness for how the simple activity of reusing coin can help the environment.

It's a new form of recycling and individuals can make a difference. Coins are one of the most durable products in our economy – lasting 30 years or more. And with an estimated \$10 billion in coin sitting idle in U.S. households, reusing even 10% could supply roughly 15 billion coins, contributing significantly to the country's coin needs.

Helping the Earth

Reducing the number of new coins that need to be produced lowers environmental impacts and preserves natural resources. Copper is contained in all U.S. coins, and if 15 billion coins were reused, the following savings could be realized by avoiding primary copper production*:

Environmental Savings

- Water Consumption ----- 86 million showers¹
- Primary Energy Consumption ----- Energy from 4.3 million 60-watt light bulbs
- Carbon Emissions ----- 11,262 cars off the road for one year
- Waste Material (overburden) ----- 5.6 million pick-up truck loads²

1. Based on average shower using 40 gallons of water.
 2. Based on payload of 3,604 lbs.

Equivalency

Demand for Coin

Even with the popularity of electronic forms of payment, the need for cash, both coin and paper money is increasing. At the same time, coin production is flattening out due in part to consumers reusing existing coin.

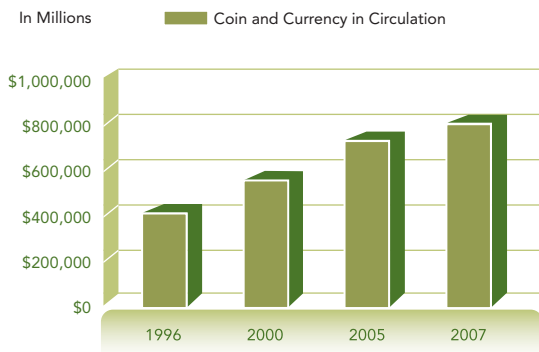


Figure 1: U.S. Department of the Treasury



Figure 2: U.S. Mint production volumes for the period 2001 to 2007.

Other Facts

- 78% of Americans say they would make more of an effort to reuse their change if they knew it could help the environment
- The average U.S. household has \$90 in loose change
- A coin lasts a minimum of 30 years; paper bills last between 18-24 months
- Two-thirds of Americans want to keep the penny as legal tender
- Coinstar processes approximately 40 billion coins each year

*The equivalency calculations by the Sustainable Research Group (SRG) are based on the standard weight and fixed metal composition of all U.S. coins containing copper. Values represent avoided environmental impacts of primary copper production. Values are approximate and extrapolated from data available for primary copper production.