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Dixon Ticonderoga Hears Students' Call, Launches Nationwide Art Marker Recycling Program

HEATHROW, Fla.--(BUSINESS WIRE)--Great ideas often begin in the unfettered hearts and minds of children. And so it is with a new and ambitious **Prang Power Recycling Program** announced today by **Dixon Ticonderoga Co.**

Dixon, maker of the popular Prang Art Markers, is launching a nationwide recycling program inspired by the grassroots efforts of San Rafael, Calif., elementary school children who gathered more than 80,000 signatures on a [petition](#) to recycle used plastic art markers.

That petition targeted another major manufacturer, but Dixon decided to take the initiative because "it's simply the right thing to do," said **Timothy M. Gomez**, Dixon Ticonderoga CEO. "If you feel strongly about recycling, you'll now feel even better about using Prang Art Markers. More importantly, this shows that even one classroom can change the way a global company does business."

Sun Valley Elementary School volunteer and award-winning children's author **Land Wilson** guided a school-sponsored environmental project for students in first through fifth grades and, in April, created a petition on the website **Change.org**. The petition urges another major manufacturer to recycle its markers and includes student comments such as from Olivia, age 11: "If we all came from the Earth...then why are we hurting it so much? Earth is all we have left." The group also created a [YouTube](#) video.

"The children and I didn't expect to get so much attention," Wilson said. "But we are so excited to prove that kids can really change the world, and we thank everyone who signed our petition on Change.org. Together, with Dixon Ticonderoga, they are helping to make the world a better place."

The students at Sun Valley "have done something truly extraordinary," said **Corinne Ball**, deputy campaign director of Change.org, the world's fastest-growing platform for social change. "They are helping an entire industry to be more environmentally responsible."

Although focused on art markers, the children will be pleased to hear that Dixon Ticonderoga already has plans to expand the recycling program and include many of its other popular art supplies and writing products.

"We can make a significant impact toward conserving landfill space and reducing water and air pollution," Gomez said, "And as Riley said in the school's video, 'Let's do this together.' We encourage other companies to recycle their plastics and other materials."

To further acknowledge the hard work and success of the Sun Valley students, Dixon Ticonderoga will provide a year's supply of Prang Art Markers to the school.

How Prang Power Recycling Works: Free shipping

Any school or organization can become a collection location. They can easily take advantage of free UPS shipping by collecting at least seven pounds, or about 250 Prang Art Markers, and requesting a pre-paid shipping label via www.DixonRecycle.com.

About Dixon Ticonderoga Co. and Prang Power

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Dixon Ticonderoga Co. manufactures and markets a wide range of writing instruments, art materials and office supplies under the Ticonderoga, Prang, Dixon, Oriole, Das and Lyra brands. The company's Prang Power point redemption program offers schools and teachers the opportunity to collect UPC labels from any Dixon-family product in exchange for points toward free classroom supplies. For more information about Prang Power and to sign up, visit www.PrangPower.com.

Headquartered at Heathrow, Fla., Dixon Ticonderoga is a subsidiary of Milan-based Fabbrica Italiana Lapis ed Affini S.p.A. (FILA). For more information, go to www.DixonUSA.com.

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