

2026 JUNE UPDATE

REGIONAL USED OIL AND FILTER CAMPAIGN





THE CAMPAIGN

The 2026 Regional Used Oil and Filter campaign will kick-off during the week of June 22nd and will run through August. The campaign will feature an extensive digital and social media component, television and radio advertising, and other targeted placements to reach residents and DIYers living in the participating cities and counties throughout California.

LAST YEAR'S PARTICIPANTS:

- Amador County
- Benicia
- Bradbury
- Butte County
- Chula Vista
- Citrus Heights
- Dixon
- Escalon
- Fairfield
- Folsom
- Fontana
- Glenn County
- Laguna Beach
- Lathrop
- Lodi
- Long Beach
- Manteca
- Modoc County
- Monrovia
- Rancho Cordova
- Redding
- Redondo Beach
- Rio Vista
- Ripon
- Sacramento
- Sacramento County
- San Joaquin County
- Sierra Madre
- Solano County
- Stanislaus County
- Stockton
- Suisun City
- Tracy
- Tuolumne County
- Vallejo
- Victorville
- Watsonville
- West Contra Costa County
- West Sacramento

Cities, counties, JPAs, and tribes throughout California can now take part in the campaign.





THIS YEAR'S CAMPAIGN HIGHLIGHTS

- Campaign messages focus on recycling used oil, used oil filters, and reducing the frequency of oil changes.
- All messages contain information on how to find the nearest used oil and filter recycling center, campaign website, "Funded by CalRecycle" logos, etc.
- A digital and social media component of the campaign will run spots targeted to residents located only within the participating jurisdictions. Platforms will include Facebook, Instagram, X, YouTube, YouTubeTV, the Google Display Network (popular websites and apps), TikTok, Reddit, and/or Nextdoor.
- Airing of radio spots in selected media markets.
- Utilizing "pre-roll" to air our campaign spots on high-trafficked websites in rural areas.
- Bonus and PSA airtime from all media.
- Website: www.RecycleUsedOil.com. The campaign's website includes links to local information, oil change interval facts, and streaming TV spots. The domain is included on all campaign materials.



- Airing of our TV spots on major broadcast television stations, cable networks/zones, including Spanish stations and multi-cultural channels.

For the 2026 campaign, the spots will ensure that we maintain and propel campaign momentum to spread and reinforce the used oil and filter recycling messages in engaging and motivating ways.

Together, the spots cover our three primary focuses:



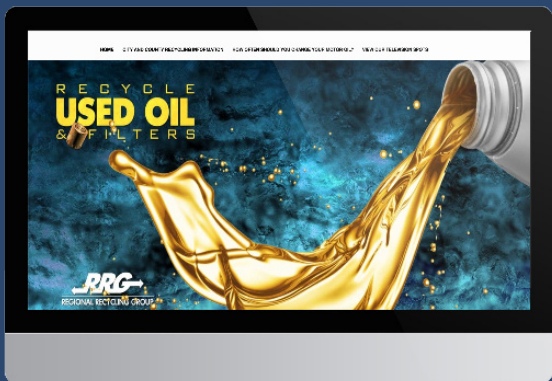
Used Oil Recycling



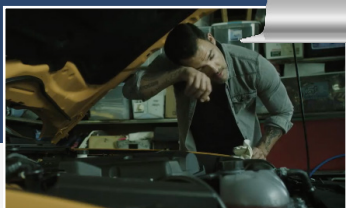
Used Oil Filter Recycling



Extending Oil Change Intervals



TO VIEW THE SPOTS, VISIT
WWW.RECYCLEUSEDYOIL.COM



RADIO COPY

OIL CHANGE INTERVAL :30

DID YOU KNOW THAT MOST AUTO MANUFACTURERS NO LONGER RECOMMEND CHANGING YOUR OIL EVERY THREE THOUSAND MILES? MANY SUGGEST EVERY SEVENTY-FIVE HUNDRED MILES...OR MORE. CHECK YOUR OWNER'S MANUAL...NOT THAT STICKER ON YOUR WINDSHIELD. KEEP MORE OIL OUT OF OUR ENVIRONMENT — AND MORE MONEY IN YOUR POCKET. VISIT RECYCLE USED OIL DOT COM FOR MORE INFO. A PUBLIC SERVICE MESSAGE FROM THE REGIONAL RECYCLING GROUP. FUNDED BY CALRECYCLE.

OIL FILTER RECYCLING :30

IF YOU CHANGE YOUR OWN MOTOR OIL, DON'T FORGET TO RECYCLE THE OIL AND THE FILTER. JUST PUT YOUR OIL IN AN EMPTY PLASTIC JUG AND YOUR FILTER IN A ZIPLOCK BAG AND VISIT ANY RECYCLING CENTER THAT ACCEPTS USED OIL AND FILTERS. VISIT RECYCLE USED OIL DOT COM FOR A SITE NEAR YOU. OR IF YOU HAVE CURBSIDE COLLECTION OF USED OIL AND FILTERS, JUST SET IT OUT ON YOUR REGULAR RECYCLING PICK-UP DAY. A PUBLIC SERVICE MESSAGE FROM THE REGIONAL RECYCLING GROUP. FUNDED BY CALRECYCLE.

Copy varies slightly by market.

CAMPAIGN EVALUATION

We will conduct a survey with target audience members to obtain quantitative data about the campaign and used oil recycling/oil changing habits. The evaluation will be conducted at the conclusion of campaign activities. A detailed report containing the survey findings will be included in the Final Summary which will be sent to all participants in September.

All spots/copy have been approved by CalRecycle.

PLEASE CONTACT US WITH ANY COMMENTS OR QUESTIONS:

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REGIONAL RECYCLING GROUP