

# DON'T USE THIS COFFEE CUP



Let's just say that a certain coffee company's \$3 billion in net sales is only half from drinks sold in disposable cups (probably being conservative), and then say that those drinks are \$4 apiece (probably on the high side). That's 375,000,000 cups per year, tossed in a trash can and taken to a landfill. If you drive through a coffee shop – any coffee shop, not just Starbucks – for your morning coffee on the way to work every day, that's 260 disposable cups you throw away every year.

How about you remember to use one of those six reusable "travel mugs" you have sitting in a cupboard at home next time? And every time after that.

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