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Chili man: 'Just give it away'

He promotes May 15 as the day to get rid of 'stuff'

BENNETT J. LOUDON • STAFF WRITER • APRIL 20, 2010

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Mike Morone inherited a frugal spirit from his parents and grandparents, and now he's on a mission to spread his thriftiness worldwide.

The 52-year-old Chili resident has invented Give Your Stuff Away Day, which he wants to be observed on May 15. On that day, and over that weekend, Morone wants everyone to put usable, but unwanted, stuff at the curb for others to take and use.

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"You don't have to really do anything fancy or write a check or go someplace. It's just a matter of getting (rid of) some stuff that's in your way anyway. Just bring it out there to the curb and be done with it," he said.

"We have so many ways to bring goods into our home and so few ways to get them out once we don't need them, and things sort of pile up," said Morone, who lives in Blueberry Hill Apartments with his wife, Kris, and three children.

Morone, a former teacher who now works for Global Partnership Schools, said he's "always hated all forms of waste, whether it's leaving a light on in a room when you're not there, or the wasted potential of a kid who went to college and came back home by Thanksgiving because he couldn't make it."

"My father was really frugal. I remember him holding the oil can upside down when he changed his oil for what seemed like hours to get the last drop of oil out. Even when he was older and retired and had plenty of money, he never spent any money on himself," Morone said.

In the past, he ran a program to refurbish old unwanted computers and then donate them to students who could not afford to buy one.

He created a Web site — [GiveYourStuffAway.com](#) — and he puts bumper stickers with the Web address in public places and on long-haul trucks to spread the word.

Morone said that in an effort to promote his idea, he has sent about 50,000 e-mails worldwide to government offices, nonprofit groups, media contacts and businesses.

One of those e-mails went to Connecticut Gov. Jodi Rell, who has declared May 15 Give Your Stuff Away Day in her state.

He's attracted media attention outside the Rochester area, including articles that appeared in *The Buffalo News*, the *Orlando Sentinel* and on [Kiplinger.com](#).

"I think it's a great idea. It's a great event," said MaryEllen Etienne, executive director of the Reuse Alliance, a nonprofit organization that promotes the benefits of reuse.

"The issue is creating momentum and rallying people around the concept to make it a national event. The more awareness we can help raise for him, we're happy to do that," said Etienne, who plans to promote Give Your Stuff Away Day through her Twitter account.

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Mike Morone holds up a banner to help publicize "Give Your Stuff Away Day." He says instead of filling landfills with still-good items, like the crutches and lamp he found, people should put them curbside on May 15. (SHAWN DOWD staff photographer)



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Morone holds up a still-good pair of rollerblades he found while driving around. He wants everyone to leave their stuff curbside so others can take it. (SHAWN DOWD staff photographer)

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For more information about Give Your Stuff Away Day, go to [www.GiveYourStuffAway.com](#).

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