WalletHub: Ask the Experts - Mardi Gras Madness

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Daniel Mochon, associate professor of marketing, was featured in a WalletHub "Ask the Experts" Q&A on Mardi Gras. Mochon offered tips on how to enjoy Carnival on a budget, advice on promoting responsible behavior and ideas to reduce the environmental impact of the season.

> I think that one of the best ways to reduce the environmental impact of Mardi Gras beads is to encourage people to recycle their unwanted beads. There are many locations around town where beads can be recycled and some great recycling programs. The challenge is to create awareness about the recycling programs and to get people to follow through and actually recycle them.

To read the article in its entirety, visit WalletHub.com:

https://wallethub.com/blog/mardi-gras-facts/31999/#expert=daniel-mochon