



For Immediate Release

For Further Information:
Monica Devincenzi, RethinkWaste
Phone: 650-802-3509
Email: mdevincenzi@rethinkwaste.org

SCHOOLS AND PUBLIC INVITED TO TOUR SHOREWAY ENVIRONMENTAL CENTER
Free Tour Program Officially Launched in January

SAN CARLOS, CA - January 18, 2012 - RethinkWaste is excited to announce the launch of its free tour programs at the Shoreway Environmental Center in San Carlos for schools and the general public, which formally began last week. Tour participants will learn about the 4Rs (reduce, reuse, recycle and rot) and resource conservation, and have the unique opportunity to see firsthand what happens to garbage, recyclables and organics once they are picked up from their homes and businesses.

“We are excited to launch this new program to greatly expand environmental education efforts in our service area,” commented Kevin McCarthy, Executive Director of RethinkWaste. “This program will also give the general public true hands-on access and a behind-the-scenes look at this critical piece of environmental infrastructure that they are paying for.”

RethinkWaste is also providing bus transportation for 4th through 6th grade classes for both public and private schools in the RethinkWaste service area as this has been found to be a key success factor in other Bay area environmental education programs. The School Groups Tours program seeks to engage students and increase their knowledge through active learning experiences and are based on best practices in environmental education that are connected to the California State Content Standards.

The approximately two-hour tour includes visiting the Transfer Station, where garbage, food scraps and yard trimmings are handled; a state-of-art Materials Recovery Facility (MRF), where recyclables are processed; the Environmental Education Center, which includes museum-quality exhibits, reuse art and a talking robot; and more. It also includes hands-on learning activities and pre- and post-tour lessons.

“The Tour Program is meant to educate our children and the community as whole on the need to rethink our ways to protect our environment and conserve natural resources,” said Faustina Mututa, RethinkWaste Environmental Education Coordinator. “There is no way you will not be changed after having toured the facility. It is a must-see tour for everyone!”

The School Groups Tour program is being offered this year from January through June 2012, Mondays through Thursdays, and will again resume in September 2012 for the next school year.

610 Elm Street, Suite 202 | P: 650-802-3500 | RethinkWaste.org
San Carlos, CA 94070 | F: 650-802-3501

MEMBER AGENCIES: Town of Atherton • City of Belmont • City of Burlingame • City of East Palo Alto • City of Foster City • Town of Hillsborough
City of Menlo Park • City of Redwood City • City of San Carlos • City of San Mateo • County of San Mateo • West Bay Sanitary District

The hours for the tours are as follows:

- Monday-Wednesday
9:30 am – 11:30 am
12:30 pm – 2:30 pm
- Thursday
9:30 am – 11:30 pm

To ensure the safety and comfort of all visitors, a maximum of approximately 40 students and chaperones is recommended for each tour group.

Free tours will also be offered to other grades, as well as schools in San Mateo County outside of the RethinkWaste service area as scheduling allows, however, busing assistance is not available for these tours.

In addition to the School Groups Tour program, RethinkWaste is holding Public Open House Days at Shoreway, geared to providing community groups and the general public an opportunity to tour the facility. The Public Open House Days will be held the third Thursday of every month, from 9:30 am to 12 pm. Reservations are recommended but not required to ensure space availability.

RethinkWaste owns the Shoreway Environmental Center, which receives all of the residential and commercial recyclables, organic materials and solid waste collected in the service area by Recology San Mateo County. The facility is permitted to receive 3,000 tons per day, and is operated by South Bay Recycling (SBR) on the agency's behalf. The facility underwent \$47 million in capital improvements to transform it from the outdated Shoreway Recycling and Transfer Station to the Shoreway Environmental Center, serving as a national model for innovative recycling and material handling operations, and sustainable building practices. Construction began in November 2009 and a grand opening was held on September 27, 2011 to mark the completion of the project.

The Shoreway Environmental Center is located at 333 Shoreway Road in San Carlos. Tours and reservations can be made by sending an email to tours@RethinkWaste.org or calling (650) 802-3506. All tours will be scheduled on a first-come, first-served basis. For more information on the tour program, please visit <http://www.rethinkwaste.org/shoreway-facility/environmental-education-center>.

RethinkWaste

Rethink Waste is a joint powers authority of twelve public Agencies (Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, San Mateo, the County of San Mateo and the West Bay Sanitary District) in San Mateo County, California and is a leader in the delivery of innovative waste reduction and recycling programs. RethinkWaste owns and manages the Shoreway Environmental Center which receives all the recyclables, organic materials, and materials (i.e. solid waste) collected in its service area. RethinkWaste also provides strategic oversight, support and management of service providers that collect, process, recycle and dispose of materials for its Member Agencies. RethinkWaste (i.e., South Bayside Waste Management Authority) was formed in 1982. For more information on RethinkWaste, please visit our website at www.RethinkWaste.org or follow us at www.Facebook.com/rethinkwaste or www.Twitter.com/rethinkwaste.