



For Immediate Release

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

PUBLIC ASKED TO VOTE FOR THEIR FAVORITE CARTSMART VIDEOS
12 Videos Submitted by Residents for RethinkWaste Video Contest

SAN CARLOS, CA - February 11, 2011 - RethinkWaste is seeking public input on 12 videos submitted by residents for the CartSMART Video Contest that was announced last December. The public is asked to vote for their top three favorites.

The videos have been posted on RethinkWaste's website at www.RethinkWaste.org and its Facebook page under the "Video Contest" tab at www.facebook.com/rethinkwaste. The deadline to vote is by 8 pm on Wednesday, February 16, 2011.

The video contest was created to help spread the word about the new CartSMART Recycle, Compost and Garbage collection services that started January 3, 2011 in the RethinkWaste service area. The amateur video contest was open to those who live, work or attend school in the RethinkWaste service areas. Videos had to be a minimum of 30 seconds to a maximum of two minutes in duration, and the categories focused on how CartSMART has influenced their recycling or compost habits, and/or helped them to "Rethink" their waste. Videos could be submitted by individuals or families, and school organizations or student groups.

Prizes for the winning videos include:

- Individuals/Families:
 - Grand Prize - iPad
 - 1st Place - \$250
 - Honorable Mention - \$100
- School Organizations/Student Groups
 - Grand Prize - \$1000
 - Honorable Mention - \$500

Winners will be selected by RethinkWaste and its review panel based on the number of votes received, content and messaging. Winners will be notified on Thursday, February 17, 2011 and formally announced and recognized at the February 24, 2011 RethinkWaste Board of Director's meeting. The winning videos will be featured on the RethinkWaste website, Facebook and YouTube sites and other public outreach efforts to promote program participation and sustainability habits.

RethinkWaste

Formed in 1982, RethinkWaste is a joint powers authority comprised of 12 Member 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 and is a leader in implementing innovative waste reduction and recycling programs. RethinkWaste also owns and manages the Shoreway facility in San Carlos consisting of a permitted solid waste transfer station and a recycling processing facility. The Agency's legal name is the South Bayside Waste Management Authority (SBWMA.) For more information on RethinkWaste, please visit our website at www.RethinkWaste.org.

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