



For Immediate Release

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RETHINK@WORK CAMPAIGN LAUNCHED
Individuals Pledge to Increase Recycling Efforts Where They Work

SAN CARLOS, CA - February 17, 2012 - Separating recyclables from garbage, and putting food scraps and such items as pizza boxes in the compost cart have become second nature for residents throughout the Bay Area. RethinkWaste is hoping that the behavior follows them to their place of work, and to further encourage them to do so, is launching its "Rethink@Work" pledge campaign today.

Open to anyone who works in the RethinkWaste service area, the campaign promotes individuals to "rethink" their actions by starting a new recycling program at work or improving an existing one - showing that it takes only one person to make a difference. Those who pledge will be entered into weekly random drawings for \$15 gift cards from local businesses. Five winners will be selected each week throughout the campaign.

Those who pledge will also have a chance for their place of work to be recognized. A business will be selected every two weeks, giving them an opportunity to showcase their collective efforts and reward their employees with a lunch provided by RethinkWaste and tour of the Shoreway Environmental Center in San Carlos to see what happens to their recyclables, yard trimmings, food scraps and garbage once they are picked up.

"We have seen the success of our residents' efforts with the significant increases in the amount of materials they set out in 2011 for collection in their CartSMART Recycle and Compost carts. Those efforts shouldn't stop at home," said Monica Devincenzi, RethinkWaste Recycling Outreach and Sustainability Manager. "The idea behind Rethink@Work is to get people thinking about recycling when they go to work too."

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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

Participants may pledge to reduce their waste and recycle more by liking RethinkWaste's Facebook page and clicking on the "Rethink@Work" contest tab, or through the RethinkWaste website. Helpful tips on recycling at work and other resources will also be provided on the "Rethink@Work" Facebook page. The campaign runs through April 20, 2012. Visit www.Facebook.com/rethinkwaste or www.RethinkWaste.org for the complete rules and information.

About RethinkWaste

RethinkWaste 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 www.RethinkWaste.org or follow the agency at or www.Twitter.com/rethinkwaste.

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