



For Immediate Release

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CARTSMART VIDEO CONTEST WINNERS ANNOUNCED
Participants to Be Recognized at February 24 RethinkWaste Board of Directors' Meeting

SAN CARLOS, CA - February 18, 2011 - The winners of the RethinkWaste CartSMART Video Contest have been selected based on voting cast by the public over the last week and a review by the Agency's committee. First Place recipient for videos submitted by Individuals/Families is Connie Walikonis of San Carlos featuring kids in a Charlie Chaplin-style video, "Do Your Part." Second Place goes to Isaac Cinquini from San Carlos for his "CartSMART We Love You!" entry. The group Frisbeehat Studios, also of San Carlos, was the First Place winner in the School Organizations/Student Groups category for their "Remix Waste" rap video. Second Place goes to Ian Jones of Menlo Park for the Reikes Center for his "RethinkWaste PSA" entry.

A total of 12 videos were submitted for the contest by residents from Burlingame, Hillsborough, Menlo Park, San Carlos and San Mateo. 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. All 12 videos are still available for viewing at www.RethinkWaste.org.

The Walikonis family will receive an iPad and the Frisbeehat Studios will receive \$1,000 as their respective First Place prizes. Cinquini will receive \$250 and Jones will receive \$500, respectively for Second Place. There is also an Honorable Mention prize in the Individuals/Families category set originally to go to one recipient. However, RethinkWaste will be recognizing all eight remaining participants as Honorable Mentions for their outstanding efforts and each will receive an award of \$100. The winners will be formally recognized during the RethinkWaste Board of Directors' meeting on February 24, 2010.

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. The submissions were posted on RethinkWaste's website and Facebook page, and the public could cast votes for their top three choices from February 10 through February 16. Nearly 530 votes were cast during the voting period.

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.