



**For Immediate Release**

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

**RETHINKWASTE WINS 2014 ACTERRA BUSINESS ENVIRONMENTAL AWARD**  
*Shoreway Environmental Education Center and Tour Program to Be Recognized*

**SAN CARLOS, CA – March 19, 2014** – RethinkWaste is honored to announce that it is a 2014 Acterra Business Environmental Award winner for its Environmental Education Center and Tours Program at the Shoreway Environmental Center in San Carlos, California. RethinkWaste is an award recipient in the Environmental Project category as a medium size project. Winners will be recognized May 28, 2014 at Acterra’s annual award reception to be held at Intuit Corporation in Mountain View.

The award recognizes RethinkWaste’s commitment to incorporating environmental education in its master plan project to redesign and construct an innovative recycling and transfer facility at the Shoreway Environmental Center. This commitment included the building of a dedicated Environmental Education Center housed in the Materials Recovery Facility (MRF) building where recyclables are processed, and corresponding free tour program for schools, community groups and the general public. Over 11,000 people have visited the Shoreway facility through the nearly 450 tours provided since the program launch in January 2012.

“We are gratified to receive such a prestigious environmental award from Acterra,” remarked Kevin McCarthy, Executive Director of RethinkWaste. “We are very proud of the fact that we have positively impacted over 8,000 students who come away from a tour with a much greater understanding of how to conserve our precious natural resources.”

The tours include visiting the Transfer Station, where garbage, food scraps and yard trimmings are handled; a state-of-the-art MRF; the Environmental Education Center, which includes museum-quality exhibits, reuse art and a talking robot; and an outdoor education area complete with a 10,000 gallon rainwater harvest tank, a composting and gardening demonstration area, and exhibits on water and energy conservation.

“Acterra is pleased to recognize such a diverse and accomplished group of awardees this year. Their commitment and positive environmental impact on our region is extraordinary,” said Board President Laura Teksler. “We proudly congratulate them for their tremendous achievements in sustainable business practices and encourage others to follow their lead.”

Acterra’s Business Environmental Awards is one of the San Francisco Bay Area’s oldest and most prestigious environmental recognition programs. Initiated in 1990, it is considered a heavyweight among award programs due to its rigorous application and judging process.

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 free School Groups Tour 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. Tour participants 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. RethinkWaste also provides bus transportation for fourth through sixth grade public and private classes in its service area. The general public is also invited to visit Shoreway during its Public Open House Days, held the third Thursday of every month (except in August) from 9:30 am - 10:30 am and 11:30 am - 12:30 pm.

RethinkWaste owns the Shoreway Environmental Center, which receives all of the residential and commercial recyclables, organic materials and solid waste collected in its service area by Recology San Mateo County. The facility underwent a five-year, \$46 million master plan project and had its grand opening in September 2011. The Certified LEED® Gold facility by the U.S. Green Building Council also includes a public Transfer Station and Public Recycling Center for use by the general public.

The Shoreway Environmental Center is located at 333 Shoreway Road in San Carlos. Tours can be scheduled by visiting [www.RethinkWaste.org](http://www.RethinkWaste.org), sending an email to [tours@rethinkwaste.org](mailto:tours@rethinkwaste.org), or calling (650) 802-3506. All tours are scheduled on a first-come, first-served basis.

#### About Acterra: Action for a Healthy Planet

Acterra is a non-profit organization with a 44-year history of environmental programming in and around Silicon Valley. Acterra involves and educate individuals, businesses and communities to take action against global warming, restore natural habitats, and cultivate environmental leaders for the future. For more information visit [www.acterra.org](http://www.acterra.org).

#### 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 award-winning 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](http://www.RethinkWaste.org) or follow us at [www.Facebook.com/rethinkwaste](http://www.Facebook.com/rethinkwaste) or [www.Twitter.com/rethinkwaste](http://www.Twitter.com/rethinkwaste).

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