



For Immediate Release

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**RETHINKWASTE LAUNCHES SOCIAL MEDIA CAMPAIGN
TO BETTER CONNECT WITH RESIDENTS, AND BUSINESSES IN SERVICE AREA
*92,000 Homes and 10,000 Businesses in the RethinkWaste Service Area to Receive New Carts***

SAN CARLOS, CA - September 2, 2010 – RethinkWaste is announcing the launch of its Facebook page, using social media as one more way of informing its customers about the new residential and commercial recycle, compost and garbage collection services. The page will also provide important construction updates on the Shoreway Environmental Center, and other programs and general environmental and sustainability information.

“This is an exciting time for our customers, Member Agencies and RethinkWaste with the rollout of the new CartSMART residential services and the construction of Shoreway Environmental Center,” said Monica Devincenzi, Recycling Outreach and Sustainability Manager at RethinkWaste. “Facebook gives us more of a real-time way to reach that segment of our customer base which is engaged in social media channels.”

Delivery of new carts to RethinkWaste’s approximately 92,000 households began on August 30 in the City of San Mateo and will continue through December 18, 2010. The cart delivery is part of the rollout of new collection services to be provided by Recology San Mateo County when they take over services from Allied Waste of San Mateo County, whose contract ends December 31, 2010.

RethinkWaste’s Facebook page can be found by visiting the agency’s main website at www.RethinkWaste.org and clicking on the Facebook icon at the top of the home page, or on Facebook under “RethinkWaste.” The newly created page includes a video of a new commercial that will be playing in the San Mateo and Redwood City movie theaters in September, photographs of the residential cart delivery in the City of San Mateo, and other related information. RethinkWaste’s social media efforts will also include creating a Twitter account to be launched later this month.

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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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