



For Immediate Release

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2009 ANNUAL REPORT RELEASED
RethinkWaste Unveils New Logo and Rebranding Efforts

SAN CARLOS, CA - April 26, 2010 - RethinkWaste has released its 2009 Annual Report highlighting its accomplishments over the last year. The report emphasizes RethinkWaste's leadership on recycling programs, community partnerships and future endeavors.

The report includes statistics on recycling and disposal figures for the RethinkWaste service area. Businesses in the RethinkWaste service area threw away approximately 134,500 tons of garbage in 2009, while recycling 43,000 tons of material.

"RethinkWaste had significant accomplishments in 2009, from finalizing its future contractors at the Shoreway Environmental Center, to beginning construction on the new facility," said Jim Porter, Chairperson for the RethinkWaste Board of Directors. "This current year promises to be just as significant in continuing our environmental leadership role in our communities."

The report also mentions the Agency's recently launched efforts to rebrand itself "RethinkWaste" instead of the South Bayside Waste Management Authority (SBWMA) to better align with its mission and services. The rebranding efforts include the new RethinkWaste logo with the blue and green colors, which are universally recognized as representing the environment and sustainability, and an updated website. The legal name of the Agency remains SBWMA.

A copy of SBWMA's 2009 Annual Report is available at www.RethinkWaste.org.

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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