



For Immediate Release
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RETHINKWASTE VIDEO SHOWS “WHERE STUFF GOES”
Educational Video Follows Lifecycle of Materials Picked Up Curbside from Homes

SAN CARLOS, CA – June 7, 2012 – RethinkWaste is excited to announce the release of its new educational video, “Where Your Stuff Goes: From Curbside to Shoreway Environmental Center and Beyond.” The approximately six-minute video helps answer the question of what happens to the materials residents place in their carts once they are serviced on their collection day.

“Our video shows the journey that the materials make in a very fun and informative way,” said Faustina Mututa, RethinkWaste Environmental Education Coordinator. “We encourage people to view it, and also visit Shoreway for a first-hand experience.”

The video explains the CartSMART Recycle, Compost and Garbage collection program and follows the materials that residents place weekly in their carts to their various destinations. It shows the path of what happens when they arrive at the Shoreway Environmental Center in San Carlos before being sent off for further processing and remanufacturing, or disposal at a landfill.

The video is part of Shoreway’s Environmental Education Center’s program, and will be used for outreach in school and public tours. In addition, anyone interested in seeing exactly what happens to their aluminum can or food scraps can view the video online at www.RethinkWaste.org, or the Agency’s YouTube, Facebook or Twitter pages. The video was made in collaboration with Recology San Mateo County, South Bay Recycling, Republic Services, Inc. and Recology Grover Environmental Products.

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 www.Facebook.com/rethinkwaste or www.Twitter.com/rethinkwaste.

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