



For Immediate Release  
June 28, 2010  
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**Recology San Mateo County Introduces "Recycling Blitz"**  
Outreach Targets Commercial and Multi-Family Residential Customers

Burlingame, CA – Beginning this Thursday, July 1, 2010, Recology San Mateo County, in partnership with RethinkWaste, will launch their "Recycling Blitz" outreach campaign, giving commercial and multi-family customers a head start on the new services coming to San Mateo County on January 1, 2011.

Recycling Coordinators, or the "Recycling Blitz Team," will visit every commercial and multi-family residence customer in the SBWMA service area that is not currently subscribed to recycling services, with the goal of implementing single-stream recycling.

"Single-stream" recycling allow customers to place all recyclable materials (paper, plastic, glass and aluminum) into one container. The current system requires customers to separate bottles and cans from mixed paper and cardboard, otherwise known as "dual-stream." The new service will be provided free of charge to customers who are subscribed to garbage collection service.

"We're very excited about our plans to employ single-stream recycling," stated Tammy Del Bene, Recycling Manager for Recology San Mateo County. "We feel businesses and multi-family complexes will benefit greatly from the convenience and simplicity of the program as well as the potential cost savings, and that will result in reaching our goal – to increase recycling participation and achieve the highest level of diversion from our landfills."

Del Bene goes on to explain the savings benefits of single-stream recycling. "The more customers recycle, the less they throw in the garbage. This can potentially reduce their garbage service level, thus lowering their costs. It's just smart business." Commercial and Multi-Family customers who would like to take advantage of Recology San Mateo County's single-stream recycling services are encouraged to contact them at [greenyourbiz@recology.com](mailto:greenyourbiz@recology.com) or (650) 595-3900.

On August 28, 2008, Recology of San Mateo County (formerly Norcal Waste Systems of San Mateo County) was chosen by the SBWMA Board of Directors to provide recycling, compost and garbage collection services to all Residential, Multi-Family and Commercial customers for the 12 following Member Agencies as of January 1, 2011. The SBWMA service area includes: Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, San Mateo, Unincorporated San Mateo County and the West Bay Sanitary District.

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