



For Immediate Release

For Further Information:
Monica Devincenzi, RethinkWaste
Phone: 650-802-3509
Email: mdevincenzi@rethinkwaste.org

**RETHINKWASTE WINS STATEWIDE AWARD FOR PROGRAMS TARGETING
HOUSEHOLD HAZARDOUS WASTE AND OTHER HARMFUL ITEMS**
Programs Take 2011 Award in "Outstanding HHW/U-/E-Waste" Category

SAN CARLOS, CA - August 4, 2011 – RethinkWaste is pleased to announce that it was selected as the 2011 Award Winner by the California Resource Recovery Association (CRRA) in the "Outstanding HHW/U-/E-Waste" category for programs and services the Agency offers to residents in its service area for properly managing their Household Hazardous Waste (HHW), Universal Waste (U-Waste) and Electronic Waste (E-Waste). The award was presented on August 2, 2011 at the 35th Annual CRRA Statewide Conference & Tradeshow at the Loews Coronado Bay Resort in Southern California.

The award reflects RethinkWaste's collective program efforts in the award category, including the Door-to-Door HHW collection program for residents in eight of the Agency's twelve members, curbside household battery and cell phone recycling program, and seasonal Community E-Waste Recycling Events. Member Agencies participating in the Door-to-Door program include the cities of Belmont, East Palo Alto, Foster City, Hillsborough, Menlo Park, San Carlos and San Mateo, and the West Bay Sanitary District.

"RethinkWaste has taken a leadership role in developing several key programs designed to make it extremely convenient and economically feasible for residents to properly and safely manage their HHW, U-Waste, and E-Waste items," remarked Kevin McCarthy, Executive Director of RethinkWaste. "We are very excited to be recognized for our efforts by CRRA and look forward to continuing to work with our Member Agencies on future programs."

Since May 2010 through June 2011, approximately 220,000 pounds of HHW material, 71,000 pounds of U-Waste and 73,000 pounds of E-Waste have been properly collected and managed through the Door-to-Door program. Another approximately 212,000 pounds of household batteries and cell phones have been collected and recycled through the curbside program since October 2007. In addition, nearly 20 Community E-Waste Recycling Events have been held by RethinkWaste in its service area to date, resulting in over 343,000 pounds of computers, televisions and other electronics being collected and recycled.

610 Elm Street, Suite 202 | P: 650-802-3500 |
San Carlos, CA 94070 | F: 650-802-3501 | RethinkWaste.org

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

Items considered to be HHW, U-Waste or E-Waste, such as chemicals, paints, pesticides, fluorescent lighting, batteries, computers, TVs and other electronics, cannot be placed in the garbage or recycling as they are considered to include substances hazardous to human and environmental health.

CRRA is an environmentally focused professional organization comprised of local governments, solid waste collection service providers, recyclers, organizations and private industry who implement resource conservation through waste prevention, reuse, recycling and composting activities.

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 Environmental Center in San Carlos that includes 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.

###

610 Elm Street, Suite 202 P: 650-802-3500
San Carlos, CA 94070 F: 650-802-3501 RethinkWaste.org

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