



For Immediate Release

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PUBLIC ASKED TO VOTE FOR THEIR FAVORITE DESIGNS
SBWMA Holds Design Competition for Future Collection Services Outreach Material

SAN CARLOS, CA - September 10, 2009 - The South Bayside Waste Management Authority (SBWMA) is seeking public input to review design concepts for its public education and outreach campaign as it gears up for new recycling, organics and solid waste collection services set to start in 2011. Residents in the SBWMA service area who cast their vote for their favorite design will be entered into a random drawing for a chance to win a prize of their choice, either an iPod shuffle or a \$100 gift certificate to a local restaurant.

The designs will be posted on the SBWMA's website at www.RethinkWaste.org and will include a new logo for the SBWMA, a name for the future collection services program and a residential brochure on the new services. The designs will be posted on the site September 14, 2009, and the public can vote for their top choice through 5 pm on October 2, 2009.

"The public input into the designs is one of several components in the SBWMA's decision-making process to select a public outreach and marketing firm to help produce all of our outreach material for the future services," said Monica Devincenzi, Recycling Outreach and Sustainability Manager for the SBWMA. "We want to make sure that our residents are fully aware of the exciting new programs coming to them soon, and this is a fun way to start that process."

Future services will include weekly single stream (commingled bottles, cans, papers) recycling and food scraps and yard trimmings collection for most of the SBWMA service area, which are slated to begin by January 1, 2011.

The opportunity to vote for a favorite design is open to those who live in the SBWMA service area (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). Residents may only vote once between September 14 and October 2. Additional votes will be disqualified. Two winners will be selected from the random drawing.

For additional information on the future services, visit www.RethinkWaste.org.

SBWMA

Formed in 1982, the SBWMA 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. The SBWMA also owns and manages the Shoreway Recycling and Disposal Center in San Carlos consisting of a permitted solid waste transfer station and a recycling processing facility. For more information on the SBWMA, please visit our website at www.RethinkWaste.org.

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