



MEDIA ADVISORY

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SHOREWAY ENVIRONMENTAL CENTER GRAND OPENING SHOWCASES CALIFORNIA'S GREENEST RECYCLING CENTER AND TRANSFER STATION *RethinkWaste Event to Include Formal Program, Tours of Facility and Educational Center Unveiling*

- What:** RethinkWaste Board of Directors and staff, elected officials and community leaders will gather at the Shoreway Environmental Center in San Carlos for the official grand opening of the facility. The event will be commemorated with a formal program including speakers San Carlos Mayor Andy Klein, Department of Resources Recycling and Recovery (CalRecycle) Acting Director Mark Leary, and RethinkWaste officials. The grand opening will include tours of the facility, the unveiling of the new Environmental Education Center, as well as Recology San Mateo County staff wearing recycled fashion by Haute Trash.
- Where:** Shoreway Environmental Center
333 Shoreway Road
San Carlos, CA 94070
(Parking available at the adjacent Hatcher Press Property)
- When:** Tuesday, September 27, 2011, from 12 - 3 pm
- Who:** RethinkWaste Board of Directors and Staff, San Carlos Mayor Andy Klein, CalRecycle Acting Director Mark Leary, San Mateo County elected officials, Recology San Mateo County, and South Bay Recycling

About 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 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.