



**For Immediate Release**

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**RETHINKWASTE LAUNCHES CONVENIENT “MY-WASTE” MOBILE APP**  
*Free Mobile App Features Recycling and Composting Program and Shoreway Environmental Center Information for Single-Family Residents*

**SAN CARLOS, CA – November 19, 2013** – RethinkWaste is excited to announce the launch of the “my-waste”™ mobile app to make it more convenient for residents to find information on their CartSMART Recycle, Compost and Garbage collection services using their smartphones. The app enables single-family residents in its service area to download the full range of information that is available on the RethinkWaste website. The free mobile app is available for both the Apple and Android systems.

Residents will also be able to make service requests, report a service issue, set reminders, find contact information or check their collection schedules using “my-waste.” The app also includes a calendar, information on the Shoreway Environmental Center and the Door-to-Door Household Hazardous Waste Collection Program in the communities that the program is offered.

“We are always looking for new ways to make it more convenient for our residents to learn about all the programs and services available to them, and with ‘my-waste,’ all of our information is now available to them at the touch of a finger,” said RethinkWaste Recycling Outreach and Sustainability Manager Monica Devincenzi.

RethinkWaste began developing the mobile app in response to the growing number of residents who rely on their smartphones for information. Residents can download “my-waste” through the RethinkWaste website or directly through the Apple and Android app stores. Once the app is downloaded, users need to select their state and city, and enter their home address to customize the information.

RethinkWaste

Rethink Waste 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

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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

Authority) was formed in 1982. For more information on RethinkWaste, please visit our website at [www.RethinkWaste.org](http://www.RethinkWaste.org) or follow us at [www.Facebook.com/rethinkwaste](http://www.Facebook.com/rethinkwaste) or [www.Twitter.com/rethinkwaste](http://www.Twitter.com/rethinkwaste).

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