



For Immediate Release

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

RETHINKWASTE ANNOUNCES CARTSMART VIDEO CONTEST
Individuals and Organizations Encouraged to Participate

SAN CARLOS, CA - December 10, 2010 – RethinkWaste is seeking creative minds to help spread the word about the new CartSMART collection services through a video contest open to those who live, work or attend school in the service area. CartSMART is the new weekly single-stream Recycle, Compost and Garbage collection program that will officially start January 3, 2011 for residents in the RethinkWaste service area.

Videos must be a minimum of 30 seconds and a maximum of two minutes in duration. Categories for submission are how CartSMART has influenced their recycling or compost habits, and/or helped them to “ReThink Your Waste.” The winning videos will be featured on the RethinkWaste website, Facebook and YouTube sites, and other public outreach efforts to promote program participation and sustainability habits.

Submissions are welcomed from individuals or families, and school organizations or student groups. Entries must be postmarked by February 1, 2011 and winners will be notified by February 14, 2011. Prizes include:

- Individuals/Families:
 - Grand Prize – iPad,
 - 1st Place – \$250
 - Honorable Mention – \$100
- School Organizations/Student Groups:
 - Grand Prize – \$1000
 - Honorable Mention – \$500

The contest is sponsored by RethinkWaste, Recology San Mateo County and South Bay Recycling. For complete contest rules and entry form, visit www.RethinkWaste.org, send an email to rethinker@rethinkwaste.org or call 650-802-3500.

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 facility 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.

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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