



For Immediate Release

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SAN CARLOS FOOD SCRAPS CAMPAIGN WINS INTERNATIONAL AWARD *"Feed the Pail, Feed the Planet" Takes Gold in Print/Design Category*

SAN CARLOS, CA - December 17, 2009 - The South Bayside Waste Management Authority (SBWMA) announced that the food scraps campaign developed for the City of San Carlos is a 2009 Davey Awards Gold Award Winner. The "Feed the Pail, Feed the Planet" campaign introduced San Carlos single-family residents to the new weekly organics program launched earlier this spring. The food scraps campaign was one of several recognized in the 2009 Print/Design category.

"Our goal was to educate the residents not only about the program, but also the environmental benefits of composting food scraps and yard trimmings," said Monica Devincenzi, SBWMA's Recycling Outreach and Sustainability Manager. "We believed this campaign achieved that in a very clever way, and are very pleased to have it be recognized with this international award."

The promotional materials were developed by the LOOK agency in San Carlos, in partnership with the SBWMA and City of San Carlos. LOOK is a full service branding marketing and advertising agency with a diverse group of clients, including financial, high-tech, biotech, health care, consumer, professional service, government and non-profit.

"All of us at LOOK are very excited to have been recognized for our strategic creative work in developing the food scraps campaign for the City of San Carlos. Receiving the Davey Gold award along with the SBWMA is especially meaningful to us as an agency located in San Carlos and whose owners are both San Carlos residents," said Mary Schwedhelm, one of the two founding partners of LOOK. "The city is near and dear to our hearts. We believe in the city, we believe in the food scraps program, we believe we can save the planet one banana peel at a time!"

The campaign included postcards, brochures, print advertising and container labels all designed to educate San Carlos residents about the new service available to them starting in March 2009. Through the new program, residents are now able to place food scraps, such as fruits, vegetables, meat, pizza boxes, and food soiled paper products, in the yard trimmings cart for composting. It also changed the program from an every-other-week collection, to weekly collection.

"When the San Carlos City Council gave us the green light to start the first Food Scraps and Organics program in the SBWMA service area, I knew we needed a strong marketing program and a compelling theme to catch the imagination of our residents to participate in the program.

I have no doubt that the 'Feed the Pail, Feed the Planet' theme has been a big part of the program's successful launch and quick adoption rate in San Carlos. The city is proud to be part of the team that received this year's Davey Award and we congratulate LOOK and SBWMA on receiving well deserved recognition for an excellent marketing and roll out of this important new recycling program in San Carlos," said San Carlos Assistant City Manager Brian Moura.

The International Davey Awards honors the finest creative works from small firms, agencies and companies worldwide, and is the leading awards competition specifically for these firms. Over 4,000 entries were received from across the US and around the world in the different categories.

The Davey Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of professionals of acclaimed media, advertising and marketing firms. Members include executives from such organizations as Condè Nast, Disney, The Ellen DeGeneres Show, HBO, Polo Ralph Lauren, Wired, and Yahoo!, among others.

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 facility 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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