



For Immediate Release

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**RETHINKWASTE CELEBRATES TWO MILLION TONS OF MATERIALS DIVERTED
AT THE SHOREWAY ENVIRONMENTAL CENTER**
Milestone Celebration Includes Customer Appreciation Week

SAN CARLOS, CA – February 25, 2013 – RethinkWaste is excited to announce that by the end of this month, two million tons of residential and commercial recyclables and organic materials will have been delivered to the Shoreway Environmental Center since 1994 for processing and transfer. These are two million tons that have been diverted from the Ox Mountain Landfill in Half Moon Bay, resulting in the reduction of approximately five million pounds of carbon dioxide emissions – the equivalent of removing over 743,000 cars from the road over the 18-19 year time period.

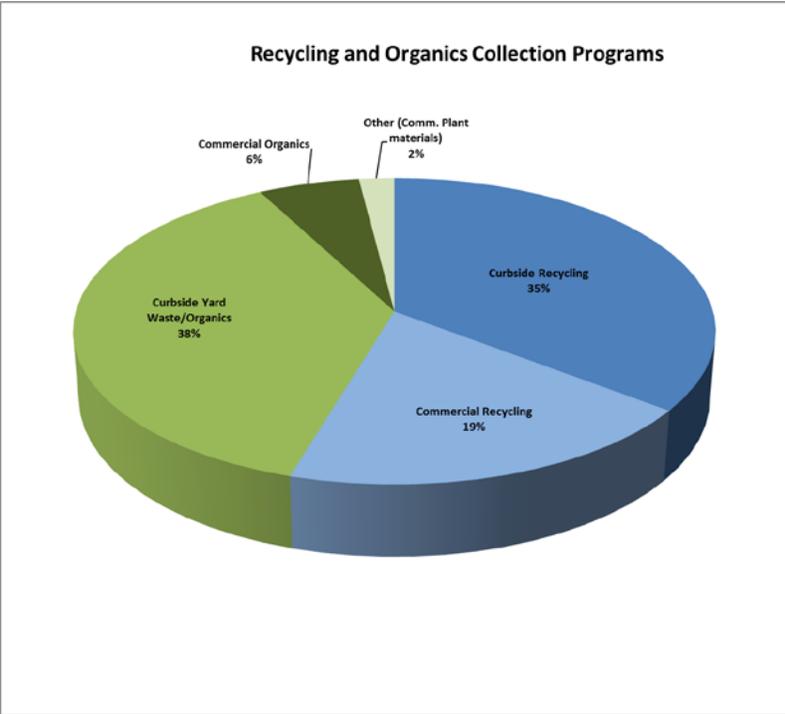
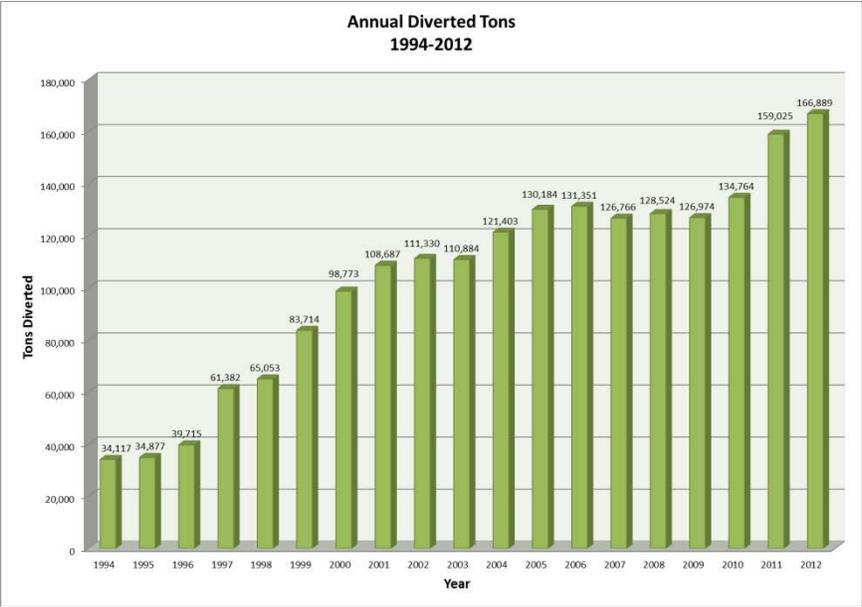
A celebration event is planned for Friday, March 1st at 10 am at the Shoreway facility to mark the major milestone, featuring Assemblymember Rich Gordon, local elected officials, RethinkWaste’s Board of Directors and staff, Recology San Mateo County and South Bay Recycling (SBR). Recology San Mateo County is the franchised collection services provider for residents and businesses in the RethinkWaste service area. SBR operates the Shoreway facility under contract with the Agency.

“This milestone is truly a celebration of the successful partnership between community members and recycling agencies along the Peninsula,” said Gordon, who was named the 2012 Recycling Legislator of the Year by the non-profit group Californians Against Waste. “These combined efforts have resulted in a cleaner, healthier, and more sustainable community for all to enjoy.”

The charts on the following page show the tons and composition of materials delivered to the Shoreway Environmental Center since 1994. It would take approximately 286,000 of Recology’s residential recycling collection vehicles to transport the total two million tons. If lined up end to end, the 286,000 trucks would stretch from San Carlos, California to Seattle, Washington and back.

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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



“This significant environmental milestone reflects the great efforts of local residents and businesses to separate their recyclables and compostables for collection,” remarked Kevin McCarthy, Executive Director of RethinkWaste. “This also would not have been possible without the great support of our local elected officials over years in championing recycling and composting efforts.”

In addition to Friday’s celebration, a Customer Appreciation Week is also planned for February 25 through March 2 to thank Shoreway’s public customers. During this week, customers who bring a minimum of two yards of clean green waste material to Shoreway’s Transfer Station can take up to two cubic yards of finished compost for free. Daily giveaways

during the week consist of free donuts and coffee from 6 am to 10 am Monday, Wednesday and Friday for Transfer Station users. Customers who visit Shoreway's Public Recycling Center to drop off recyclables on Tuesday, Thursday and Saturday will receive a reusable grocery bag. The giveaways are while supplies last. In addition, a drawing will be held at the end of each day, Monday through Friday, for contractors who leave their business cards with Shoreway's Scale House attendants. The winners will be able to each bring up to a total of 10 yards of clean construction and demolition debris (C&D) or clean commercial or residential green waste and wood for free at Shoreway through December 31, 2013.

The Shoreway Environmental Center, located at 333 Shoreway Road in San Carlos, serves as a regional solid waste and recycling facility for the receipt, handling and transfer of solid waste and recyclables collected from the RethinkWaste service area (southern and central San Mateo County) of approximately 450,000 residents.

For a complete list of accepted items, rates and hours of operations at Shoreway, please visit www.RethinkWaste.org or www.SBrecycling.net.

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

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