



For Immediate Release

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

RETHINKWASTE WINS TOP NORTH AMERICAN PUBLIC EDUCATION AWARD
Shoreway Environmental Education Center and Tour Program Recipient of SWANA 2014 Gold Excellence Award

SAN CARLOS, CA – June 24, 2014 – RethinkWaste is honored to announce that it has been named the winner of the Solid Waste Association of North America (SWANA) Gold Excellence Award in the Public Education category. The award will be presented at SWANA’s annual conference, **WASTECON®**, on August 26, 2014, in Grapevine, Texas.

RethinkWaste will receive SWANA’s Excellence Award for its Environmental Education Center and Tour Program at its Shoreway Environmental Center in San Carlos, California. As a testament to its popularity and success, the Tour Program has hosted more than 14,000 visitors through the 565 tours provided since its launch in January 2012 through May 2014.

“Getting national recognition for our Educational Program is a great honor for the staff as well as reflects the values of the 12 jurisdictions and their residents which have funded the establishment and operation of the facility,” said Bill Widmer, RethinkWaste Board Chairman and Town of Atherton Council Member. “Our Educational Program is paying measurable dividends as we have seen a 19% reduction of our landfill solid waste, a 25% improvement in recycling and nearly 30% increase in organics diversion. It is these results as well as our continuing contributions to maintaining a healthy earth that truly matter.”

RethinkWaste’s Tour Program provides free tours for schools, community groups and the general public throughout its service area and the region. The tours include visiting Shoreway’s Transfer Station; a state-of-the-art Materials Recovery Facility (MRF) where recyclables are processed; the Environmental Education Center, which includes museum-quality exhibits, reuse art and a talking robot; and an outdoor education area complete with a 10,000-gallon rainwater harvest tank, a composting and gardening demonstration area, and exhibits on water and energy conservation.

“It’s very gratifying to receive this type of recognition from your industry peers,” commented Kevin McCarthy, Executive Director of RethinkWaste. “More importantly, this award is a testament to the commitment of thousands of local school children and adults to learning how they can conserve precious natural resources every day.”

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

For more than 50 years, SWANA has been the leading professional association in the solid waste field. The association serves more than 8,300 members throughout North America, and thousands more with conferences, certifications, publications and technical training courses. SWANA's Excellence Awards Program recognizes outstanding solid waste programs and facilities that advance the practice of environmentally and economically sound solid waste management through their commitment to utilizing effective technologies and processes in system design and operations, advancing worker and community health and safety, and implementing successful public education and outreach programs. Programs also must demonstrate that they are fiscally and environmentally responsible through their compliance with all applicable federal, state and local regulations.

More information on the awards and RethinkWaste's entry can be found at <https://swana.org/Awards/ExcellenceAwards/2014Winners.aspx>.

RethinkWaste

RethinkWaste 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 award-winning 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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