

WASTE MANAGEMENT AND CITY OF SHOW LOW CELEBRATES AMERICA RECYCLES DAY WITH CONTEST TO ENHANCE RECYCLEBANK PARTICIPATION

CITY OF SHOW LOW RESIDENTS WHO SIGN UP FOR RECYCLEBANK PROGRAM AND REPORT THEIR MONTHLY RECYCLING COULD WIN SAFEWAY GIFT CARDS OR PHOENIX SUNS TICKETS

SHOW LOW, ARIZ. - November 15, 2012 - In honor of America Recycles Day today, Waste Management of Arizona and the City of Show Low are encouraging enhanced recycling participation throughout the community, and issuing a call to action for residents to earn rewards through Recyclebank by simply signing up and reporting monthly that you are using Waste Management's convenient curbside recycling service.

Recyclebank is similar to a frequent flyer program with members earning points for living a more environmentally friendly lifestyle. Members can use those points to "shop" at Recyclebank.com for rewards such as discounts and deals from hundreds of reward partners in more than 10 categories including food and beverage, health, beauty, home, clothing, accessories and gifts. Over the course of a year, an average family can earn hundreds of points that can be redeemed for special rewards; this translates into real value — more than \$160 annually — for families in Show Low.

As part of the special America Recycles Day promotion, City of Show Low residents who report monthly recycling activity on recyclebank.com in the months of November and December will be eligible to enter a drawing for a chance to win one of two pairs of Phoenix Suns tickets or one of two \$25 Safeway gift cards. Residents who have not already signed up for the Recyclebank program who sign up in the months of November or December will also be eligible to enter a drawing for a chance to win the Phoenix Suns tickets or Safeway gift cards.

After Show Low residents sign up for the program and complete their monthly recycling reporting on recyclebank.com, residents can then enter the contest by sending an e-mail to utilities@showlowaz.gov with their name, address, phone number and e-mail address. Drawings will be held at December and January Show Low City Council meetings, and winners will be contacted by City staff. If residents do not have access to a computer, they can call to register at 888-727-2978 or go to the Show Low City Hall customer service window where a computer is available to both sign up for the Recyclebank program and report monthly recycling. Entry forms will also be available to complete at the window or can be completed over the phone by calling 928-532-4000.

The City of Show Low is also participating in the *SC Johnson Green Choices Recycling Challenge*, a six-month program encouraging residents in 50 communities, one in each state, to compete for the highest reported recycling participation rate. Helping to motivate these communities is the chance to win a \$100,000 grant from SC Johnson for a sustainability project or program.

FOR MORE INFORMATION

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Developed by SC Johnson and Recyclebank®, the Challenge launched in July and aims to inspire waste reduction and increase recycling efforts nationwide. The winner will be announced in January 2013.

To participate, Show Low residents need to sign up for a free Recyclebank account and report their monthly recycling activity they are already doing with Waste Management's curbside service. Residents can visit www.recyclebank.com/greenchoices and follow the prompts. If Show Low has the highest percentage of residents reporting recycling at the end of the Challenge, the community could receive the \$100,000 grant. Each month residents recycle with Waste Management and report their recycling on Recyclebank's website, it helps Show Low with the City's standings in the challenge.

In order for a resident's recycling activity to count towards the Challenge, residents must report their recycling efforts at least once a month. A leaderboard at www.recyclebank.com/greenchoices tracks progress each month during the Challenge.

Waste Management is committed to expanding the amount of material it recycles, not only by building recycling facilities but by promoting participation across all the markets it serves in Arizona. Across the country, Waste Management interacts with and educates communities helping to bolster participation rates today and developing the next generation of recycling leaders for tomorrow.

By expanding recycling participation, communities can increase the amount of materials they divert from landfills, making collection more efficient and supporting municipal environmentally friendly programs. Recycling materials saves both energy and resources. Making products from recycled metals, for example, uses just one quarter of the energy needed to produce goods from virgin materials.

According to the Environmental Protection Agency (EPA), converting waste into valuable raw materials through recycling creates jobs, builds more competitive manufacturing industries, and adds significantly to the U.S. economy.

"As the nation's largest recycling services provider, we're always focused on how to improve recycling rates in our communities so that we can ensure a better tomorrow for all of us," said Scott Bradley, Four Corners area vice president for Waste Management. "Recycling is easy, good for the environment and good for our local economy. We encourage residents in Show Low on America Recycles Day to make sure they're recycling every day, and taking advantage of the free Recyclebank rewards program."

Waste Management currently operates some 100 recycling facilities and processes approximately 10 million tons of recyclables per year. The company is now halfway to its goal of managing more than 20 million tons each year. In a single year, Waste Management has recycled, reused, or managed enough material to fill a football field 2.11 miles high.

Please share the creative ways in which you are recycling on [Waste Management's Facebook Page](#) or Twitter (@WasteManagement).

ABOUT AMERICA RECYCLES DAY

America Recycles Day is a national program of Keep America Beautiful, and is the only nationally-recognized day and community-driven awareness event dedicated to promoting and celebrating recycling in the U.S. Since its inception in 1997, communities across the country have participated in America Recycles Day on Nov. 15 to educate, promote environmental citizenship, and encourage action. To learn more, visit <http://americarecyclesday.org>.

ABOUT RECYCLEBANK

Recyclebank helps create a more sustainable future by rewarding people for taking everyday green actions with discounts and deals from more than 4,000 local businesses and national brands. Through its online platform and partnerships with municipalities, haulers, small businesses and corporate brands, Recyclebank empowers individuals to make a collective impact on the environment by increasing household recycling and taking other environmentally-friendly actions. A Certified B Corporation, Recyclebank has been recognized as a Technology Pioneer by the World Economic Forum, and for Outstanding Excellence in Public/Private Partnerships from the U.S. Conference of Mayors. Recyclebank is headquartered in New York City. For more information, visit www.Recyclebank.com

ABOUT WASTE MANAGEMENT OF ARIZONA

Waste Management and its nearly 1,500 statewide employees provide environmental solutions to 400,000 customers throughout the state.

ABOUT WASTE MANAGEMENT

Waste Management, Inc., based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and disposal services. It is the largest residential recycler and also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. The company's customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more information about Waste Management visit www.wm.com or www.thinkgreen.com.

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