

# “Green” Goals Met at 2012 Waste Management Phoenix Open

*Waste Management successfully launches “Zero Waste Challenge” Campaign by diverting 90 percent of waste from landfills*

PHOENIX – Feb. 10, 2012 – Waste Management today announced that it has met its Zero Waste Challenge goals by diverting more than 90 percent and recovering more than 70 percent of the materials used at the 2012 Waste Management Phoenix Open.

The initiative, aimed at educating vendors and patrons about the proper disposal of materials, employed the use of recycling and composting methods for all waste produced at the event. This was the first time in PGA TOUR history no trash cans were present on course. Additionally, Waste Management believes it will ultimately be able to recover even more than 70 percent of the total waste, either as recyclable paper, cardboard, plastics, aluminum or as compost material.

“The Zero Waste Challenge presented a lofty goal for Waste Management at this year’s tournament, 90 percent diversion and 70 percent recovery is quite the feat,” said Waste Management chief sales and marketing officer, David Aardsma. “Through careful partnership and education of vendors, Thunderbirds and the community, we achieved our goal of making the WMPO the greatest and greenest show on grass.”

As part of the Zero Waste campaign, Waste Management in conjunction with the Thunderbirds worked with all tournament vendors to ensure only recyclable and compostable materials were used throughout the week.

“The Thunderbirds were pleased to partner with Waste Management on this ambitious new program and it’s incredible what was accomplished in just the first year. This was a huge undertaking and we can all be proud of the results,” said Alex Clark, chairman of the recently completed tournament.

In addition to the Zero Waste campaign, Waste Management used many green initiatives at the 2012 Phoenix Open:

- Recycling stations in high-traffic areas, staffed with 500 plus “recycling ambassadors” who answered any questions about using the recycling and composting bins.
- Waste Management worked closely with WMPO vendors to monitor their use of water throughout the week in order to increase overall conservation.
- Use of greywater, or wastewater generated from the concessionaire’s kitchens, were recycled for use in portable toilets.
- Twelve Greenopolis kiosks, or reverse vending machines, offered various incentives or retailer discount coupons to patrons who used them throughout the week.
- Sixty WM solar-powered compactors along the course allowed patrons to dispose of their food waste more efficiently.
- Four compressed natural gas (CNG) trucks were used to transport the waste and recycled materials collected during the tournament. The fuel in these trucks burns cleaner than a standard diesel truck and therefore will reduce fleet emissions associated with transportation.
- Waste Management’s hospitality tent was powered by electricity generated from a portable solar power unit.

Final results will be available in late March 2012 following the complete tear down and removal of all materials from the TPC Scottsdale.

## 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 also a leading developer, operator and owner of

## FOR MORE INFORMATION

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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](http://www.wm.com) or [www.thinkgreen.com](http://www.thinkgreen.com).

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