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Waste Management Launches Interactive Educational Web Site

Thinkgreen.com offers the public a look inside landfills, recycling operations and environmentally friendly waste handling technology

Orange County, CA — Waste Management of Orange County would like to announce the launch of thinkgreen.com, an interactive Web site that supports Waste Management’s ongoing efforts to educate the public about what happens to its waste. The project is designed to inform people about things they should know, but probably don’t about the business of managing the four-and-a-half pounds of waste the average citizen generates each day. The interactive site, which tells the story of garbage from the curbside onward, highlights how advanced technologies are recovering resources and protecting the environment.

“We hope this new tool will help change the way the public thinks about waste. Thinkgreen.com is a great way for the public to learn more about our operations and the ways modern practices are protecting and enhancing the environment,” said David Ross, Sr. District Manager, Waste Management of Orange County. “We at Waste Management strive to be not only be a waste collection and disposal company, but an industry leader that invests resources in the development of environmentally smart ways to manage waste.”

Thinkgreen.com takes people beyond the company’s signature green garbage trucks and into fully interactive tours filled with animation and easy-to-understand information. The site features a landfill tour in three dimensions and allows viewers to explore the ways in which Waste Management reduces, reuses, recycles and recovers the resources that are in waste.

Thinkgreen.com also enables users to explore the ways Waste Management generates renewable energy, boosts recycling, and protects the environment. Visitors can learn about the process of collecting landfill gas to generate renewable energy, walk through a waste-to-energy facility, and learn more about recovering more recyclable resources than ever before through modern single-stream recycling. The Web site also shows visitors how landfills safely manage waste and can benefit communities by serving as wildlife habitats and recreational spaces.

For more information about this unique Web experience, visit www.thinkgreen.com.

In addition to Thinkgreen.com, Waste Management of Orange County also works hard every day to protect the environment through the use of compressed natural gas (CNG) powered trucks. Running this green fleet is equivalent to taking 4,000 cars off the roads each day.

Waste Management is the leading provider of comprehensive waste and environmental services in North America. For more information about local recycling services, log onto www.wmorangecounty.com

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From Everyday Collection to Environmental Protection, Think Green, Think Waste Management