

FOR IMMEDIATE RELEASE

WASTE MANAGEMENT OF SOUTHERN CALIFORNIA INVITES COMMUNITIES TO MAKE A NEW YEAR'S RESOLUTION TO RECYCLE MORE IN 2014

Businesses and Community Members Encouraged to Reduce their Carbon Footprint This Year

ORANGE COUNTY, CALIF. — Jan. 6, 2014 — As the seasonal decorations come down, the Waste Management team of Southern California invites its customers to make a commitment to the environment by adding “recycling more” to their New Year’s resolutions, starting with holiday waste.

“We are encouraging customers to kick-off their New Year’s recycling efforts by recycling their Christmas trees this year,” said Eloisa Orozco, Area Communications Manager for Waste Management of Southern California. “As we all clean up after the holidays, there is a perfect opportunity to recycle bottles, cans, newspapers, wrapping paper and other holiday leftovers. The more materials residents recycle, the greater the impact on saving earth’s precious resources.”

Many recyclables have the potential to be recontextualized into renewed products including clothing, shoes, picture frames and art. In addition to giving material a second life, recycling can save energy. For example, a single aluminum can, if recycled, saves enough energy to run a light bulb for up to 20 hours, a computer for three hours or a TV for two hours.

Recycling is essential to the survival of the planet. Waste Management of Southern California offers the following strategies to enhance recycling habits in 2014:

Setting your goals

- Begin by reviewing the list of acceptable recyclable, green waste and bulky items collected by Waste Management in your city.
- Identify at least one item from the list that you have not recycled in the past. Some examples include, pie tins, shampoo bottles, and bath tissue rolls.
- Be sure to properly dispose of all holiday waste while recycling wrapping paper, wreaths and other festive materials.

Recycling at home

- Hold a family huddle and review the new items to recycle.
- If you don’t already have a recycling container, consider repurposing an old container to capture items such as aluminum cans, plastic bottles, paper, cardboard, newspapers and even junk mail to ensure that these items find their way to the recycling container on collection day.
- Ensure that only specified recyclables are placed inside your recycling container. By doing so, you will keep your cart free of any contamination and will send your items for proper recycling.
- Manage organic waste. One of the best ways you can help reduce the amount of organic material that ends up in the trash is by composting. Starting a compost pile in your yard can help to conserve natural resources.

Recycling at the office

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- If you don't already have a recycling program at work, talk to your supervisor about introducing one and volunteer to champion recycling at the office. By increasing recycling at the office, you may help uncover cost savings for your employer. Learn more [here](#) about Waste Management's business recycling services.
- Place a recycling container at every desk. You can use an empty copier paper carton or re-purpose old boxes.
- Collect paper, bottles, cans and cardboard/paperboard from co-workers.
- Recycle old printer cartridges using mail-back containers provided by the supplier.
- Send shredded work paper documents to the recycling bin.

"It only takes a few extra steps to reduce your carbon footprint this year," added Orozco. "By taking advantage of Waste Management's bulky item, green waste and recycling collections, community members will contribute to making a positive impact for future generations to come."

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 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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