

# Eastvale Residents Increase Recycling through Rewards Program from Waste Management and Recyclebank

Program aimed at rewarding residents for their everyday green actions

## FOR MORE INFORMATION

### Waste Management

Eloisa Orozco  
619-778-6303  
[eorozco1@wm.com](mailto:eorozco1@wm.com)

### Recyclebank

Jeff Harse  
212-659-6491  
[jharse@recyclebank.com](mailto:jharse@recyclebank.com)

**INLAND EMPIRE — August 3, 2012** — Waste Management of the Inland Empire connected City of Eastvale residents to the incentive-based recycling program, [Recyclebank®](#), in the spring, making Eastvale the first Waste Management-serviced city to implement the program in Riverside County. Recyclebank rewards members for taking everyday green actions, such as recycling, with discounts and deals from national and local businesses.

“We were thrilled to begin serving customers in the City of Eastvale and even more thrilled to connect our new customers to extra rewards for their everyday green actions,” said Julie Reyes, community relations manager. “We applaud the almost 1,500 households who are already participating in this fun, easy and free program that promotes positive recycling behavior and encourages more families to sign up.”

Since rolling out this program earlier this year, residents have collectively tracked nearly 211,000 pounds of recyclables. Participation in the program is voluntary, available as an option for residents who choose to benefit from the rewards. Recyclebank is similar to a frequent flyer program, only members earn points each time they recycle and can redeem great rewards from hundreds of reward partners in more than 10 categories including food and beverage, health, beauty, home, clothing, accessories and gifts. Some rewards partners include Ziploc®, Coca-Cola®, Unilever®, Macy's, Bed Bath & Beyond and many others.

Earning points for recycling is easy; residents just need to sign up for a free account at [www.Recyclebank.com/WM](http://www.Recyclebank.com/WM) or by calling 888-727-2978. Once registered, residents earn points based on the amount of recycling material collected in the community. Residents get bonus points once a week if they report their recycling efforts on the Recyclebank website or the Recyclebank smartphone app on their [iPhone](#) and [Android](#) devices.

Over the course of a year, an average Eastvale family can earn hundreds of points, which translate into real value — more than \$160 annually.

“Recyclebank is a great program for residents to get coupons and discounts for doing the same thing they have been doing for years — recycling,” added Kelly Howell, Mayor Pro Tem, City of Eastvale.

This incentive-based program also serves to enrich the community by increasing foot traffic to participating local business where residents can redeem their reward points towards discounts on goods and services.

Local businesses who want to be a part of rewarding their neighbors for their recycling



efforts can sign up to offer discounts to City of Eastvale residents by contacting Lynn O'Shaughnessy at [loshaughnessy@recyclebank.com](mailto:loshaughnessy@recyclebank.com) or 212-659-9984.

Residents can register at [www.Recyclebank.com/WM](http://www.Recyclebank.com/WM) or by calling 888-727-2978.

#### **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 one of the largest residential recyclers 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 about Waste Management, visit [www.keepinginlandempireclean.com](http://www.keepinginlandempireclean.com) or [www.thinkgreen.com](http://www.thinkgreen.com).

#### **ABOUT RECYCLEBANK**

Recyclebank® is the leading environmental social platform that realizes the collective impact of individual action. Through its digital offerings and partnerships with municipalities, haulers, small businesses and corporate brands, Recyclebank incentivizes green actions with points that can be redeemed for discounts and rewards. By educating, engaging and empowering its community online and offline, Recyclebank aims to encourage a more sustainable lifestyle by increasing household recycling, reducing household energy usage and motivating individuals and communities to take environmentally preferred actions. Recognized as a Technology Pioneer by the World Economic Forum, a Champion of the Earth by the United Nations Environment Programme, 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](http://www.recyclebank.com).

###



**THINK GREEN®**