FOR IMMEDIATE RELEASE

WASTE MANAGEMENT OF NEVADA LAUNCHES RESIDENTIAL SINGLE-STREAM RECYCLING PROGRAM IN THE CITY OF RENO

Reno Residents to Begin Receiving New Recycling Carts

RENO, Nev. (Jan. 4, 2014) - Waste Management of Nevada announced today that it will begin delivering the new curbside single-stream recycling carts to Reno residents starting on Monday, Jan. 6. More than 62,000 recycling carts will be delivered throughout the month of January. The much anticipated single-stream recycling program allows customers to place all acceptable recyclable materials into a single recycling cart. This new recycling program does not apply to the City of Sparks or Washoe County.

“The new curbside single-stream recycling program makes recycling more convenient for Reno residential customers, which will make recycling as easy as taking out the trash,” said Sarah Polito, spokesperson for Waste Management of Nevada. “This enhanced program will help increase the diversion and recycling rates in the city.”

Single-stream recycling expands acceptable recyclable materials. This includes paper, newspaper, magazines, junk mail, glass bottles, glass jars, aluminum cans, steel cans, plastics numbered 1-7 (all hard plastics), cardboard and paperboard.

Customers may place their new recycling cart at the curb on their first recycling collection day in February. Until then, they are encouraged to continue using their yellow and green crates. These crates should be placed next to customers’ recycling carts on the first collection day in February to be retrieved by Waste Management.

Over the last eight months, more than 16,000 Reno customers selected their new trash and recycling cart sizes. For customers who did not select their new carts, they will receive the default cart sizes based on their current usage. For customers who had a 96-gallon trash cart, they will receive a 96-gallon Waste Management recycling cart and will continue to use their 96-gallon Waste Management trash cart. For customers who owned their container or placed bags at the curb, they will receive a 35-gallon Waste Management trash cart and a 64-gallon Waste Management recycling cart.

“To help Reno residents become more familiar with the program, informational materials were included in the past five Waste Management bills, and a single-stream recycling guide will be attached to every new recycling cart,” said Polito.

Instructions in English and Spanish are also imprinted on the recycling cart lid, which will help customers determine what can be placed in the cart.
Additional benefits to the program include 20 Excess Waste Stickers, the introduction of 12 new Compressed Natural Gas (CNG) trucks and customers current with their bill may dispose of one standard pickup truck with municipal solid waste four times a year at no cost at the two Reno transfer stations.

“Launching single-stream recycling next week is a great way to start the New Year,” said Polito. “We encourage our customers to make recycling more and recycling right a part of their New Year’s resolution, as the success of this program will be a community-wide effort.”

For more information about the single-stream recycling program, visit Reno.wm.com or call 775-329-8822.

ABOUT WASTE MANAGEMENT OF NEVADA
Waste Management of Nevada is a community-based provider of environmental solutions. As the leading provider for commercial and residential curbside collection for recycling and disposal, Waste Management of Nevada delivers local solutions with the knowledge and resources of the nation’s largest recycler, Waste Management. For over a decade, Waste Management of Nevada has employed over 250 employees in the region and serves approximately 131,000 customers. The Landfill Gas-to-Energy facility at the Lockwood Regional Landfill produces 3.2 megawatts of electricity that powers more than 1,800 homes by using landfill gases. The Lockwood Regional Landfill is a Wildlife Habitat Council site that provides protection for various raptors in northern Nevada. To learn more about Waste Management of Nevada, visit Reno.WM.com.

ABOUT WASTE MANAGEMENT
Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. We are 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. Our customers include residential, commercial, industrial and municipal customers throughout North America. To learn more visit wm.com.

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