

Waste Management and Miami Dolphins Fans Party with a Purpose

FOR MORE INFORMATION

Waste Management
Dawn McCormick
954-984-2041
dmccormick@wm.com

Collection of 5.9 tons of recyclables reduces carbon footprint

MIAMI, FL — December 9, 2011 - Miami Dolphins fans scored big recently when they joined Waste Management for the WM Recycle Roundup "Two Ton Challenge," piling up 5.9 tons of recyclables during pre-game festivities at Sun Life Stadium.

The 5.9 tons of recyclables equates to a savings of 2,850 gallons of oil; 24,000 kilowatts of electricity, enough to power 17,000 homes; and a reduced carbon footprint of 16,500 pounds of carbon dioxide emissions.

Waste Management and Dolphins Special Teams volunteers, joined by teens from the Town of Medley, fanned out across the parking lots handing out recycle bags for tailgaters to deposit their plastic and glass beverage bottles, aluminum cans, snack boxes and newspapers. Volunteers returned to collect the bags and filled nine Waste Management trucks with recyclables which were then delivered to the company's Reuter Recycling facility in Pembroke Pines, the largest single-stream recycling plant in the southeastern United States.

"With this effort, we collected nearly three times the normal amount from pre-game tailgate festivities," said Dawn McCormick, Community Affairs Manager for Waste Management of South Florida. "Our goal was to heighten awareness of recycling and educate Dolphins fans so they can contribute to the saving of our valuable natural resources."

As part of the festivities for the Waste Management sponsored Dolphins-Browns game, fans also learned more about the WM Solar Compactor trash containers and Bagster "dumpster in a bag" products, utilized the PepsiCo Dream Machine recycling kiosks in the Grand Plaza where recycled plastic bottles and aluminum cans earn points for personal rewards redeemable at greenopolis.com; and kids had their photo taken in front of a WM Truck.

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.

###



THINK GREEN®