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LOCAL SCHOOLS CASH IN: City of RPV partners with WM to help schools raise funds and go green

Rancho Palos Verdes, CA, January 28, 2008- The City of Rancho Palos Verdes and Waste Management, its contracted waste and recycling hauler, have partnered with local schools to increase recycling and raise much needed funds for schools. Over 3 weeks in December 2007, students at five RPV schools, Mira Catalina Elementary, Miraleste Elementary, Soleado Elementary, Pointe Vicente Elementary, and Ridgecrest Intermediate, brought empty aluminum cans to school as a recycling fundraiser.

While the original plan was to give each school the CRV redemption value of their cans (approximately \$100 per school) WM was so impressed with the school's participation that it donated \$200 to each participating school. The City also gave each school \$100, resulting in a total donation of \$300 per school. The program also resulted in 310 pounds of cans being recycled.

Explains WM's Community Relations Manager, Vickie Wippel, "The success of Cash for Cans is due to the three way partnership with local schools, the City, and WM. It is so rewarding to see what was accomplished to help the students and the environment through this remarkable partnership."

Jeff Keeney, Principal for Mira Catalina Elementary and Miraleste Elementary, adds, "Everyone is thinking green these days and our students wanted to do their part to keep the earth clean for generations to come. The Cans for Cash Recycling Drive brought out the competitive spirit of the kids and was a great opportunity to encourage recycling."

Kevin Allen, Principal of Soleado Elementary, agrees, adding, "We teach our children to be good custodians of all the resources available to us on a daily basis. We are pleased with our partnerships with RPV and WM to bring those recycling goals to life."

Lauren Ramezani, the Recycling Coordinator for the City, and Vickie Wippel attended a school assembly at Mira Catalina School on Friday, January 25th to congratulate its students for collecting the most cans. The top three schools will receive an all-school ice-cream party sponsored by WM.

Waste Management is the leading provider in comprehensive waste and environmental services and has pioneered environmentally smart ways to manage the 4.5 pounds of trash Americans produce every day. Its landfills provide more than 16,000 acres of protected land for wildlife, and 15 of certified by the Wildlife Habitat Council. Find out more at www.wm.com.

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