



Waste Management Launches 'Green in 15' Video Contest in Advance of 2015 Waste Management Phoenix Open

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Social Media Video Contest Challenges Consumers to Put into Play How They Go Green in 2015

PHOENIX--(BUSINESS WIRE)--Jan. 7, 2015-- Waste Management (NYSE: WM), the leading provider of comprehensive waste management services in North America, announced today the launch of the "Green in 15" social media video contest in advance of the 2015 Waste Management Phoenix Open. To enter the "Green in 15" contest, participants must creatively demonstrate how they will commit to going green in 2015, in 15 seconds or less, using Instagram's video platform.

The contest is open to legal residents of the 50 United States and the District of Columbia who are 21 years of age or older. Video submissions can be uploaded between Jan. 7, 2015 at 12:00:00 a.m. (midnight) EST and Jan. 25, 2015 at 11:59:59 p.m. EST. **No purchase or payment necessary to enter or win. Purchase does not increase your chances of winning. Void where prohibited.** Information on the official rules and eligibility are available on Waste Management's Facebook page at www.facebook.com/wastemanagement.

Videos can be fun or serious, but must be uploaded to Instagram using the hashtag #GreenIn15 and tag both @WasteManagement and @WMPHOENIXOPEN to be eligible. Video submissions will be judged on the following criteria: the effective communication of ideas around sustainability (illustrate one or all of the Four R's: Reduce, Reuse, Recycle and Recover); creativity and originality; entertainment value and suitability of video content to be used by Waste Management.

Up to four finalists will be selected and their videos will be made available for popular online fan voting on Waste Management's Facebook page during the Waste Management Phoenix Open tournament week from Jan. 26 to Feb. 1. The winner will be announced on Waste Management's Facebook page on Monday, Feb. 2. Finalists will receive various prizes, including Waste Management Green Gear, solar powered phone chargers and other prizes. One grand prize winner will receive a "Green Your Home" experience from The Home Depot to be used toward the remodel or "greening" of the winner's chosen living space.

To promote the video contest, Waste Management enlisted the support of notable PGA TOUR players including 2014 Waste Management Phoenix Open champion, Kevin Stadler, 2014 Houston Open winner, Matt Jones, and others whose homemade promotional videos will be showcased throughout the contest.

"Waste Management developed the 'Green in 15' video contest to demonstrate to fans, followers and tournament attendees that making changes to go green isn't just simple, but takes less than 15 seconds," said Jim Trevathan, Waste Management executive vice president and chief operating officer. "Waste Management continues to leverage our title sponsorship of the Waste Management Phoenix Open to challenge consumers to make small changes in their daily lives and commit to a more sustainable lifestyle."

The "Green in 15" video contest is one of the many ways that Waste Management continues to educate and engage consumers about sustainability at the Waste Management Phoenix Open, a zero waste event. Waste Management will continue to promote the use of the hashtag #GreenestShow to provide an outlet for fans to share their green practices and support for sustainability and sports. Additionally, the 2015 Waste Management Phoenix Open will continue the "Zero Waste Challenge" for a fourth year as part of its goal to divert 100 percent of tournament waste away from landfills and into recycling and composting facilities.

The Waste Management Phoenix Open is the first PGA TOUR tournament to achieve Gold Certification from the Council for Responsible Sport for its socially and environmentally responsible efforts in the planning and execution of the tournament. Waste Management continues to set the standard for "greening" sporting events and takes yet another step to expand social influence with the "Green in 15" video contest.

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ABOUT WASTE MANAGEMENT

Waste Management, 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 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150107005185/en/>

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Waste Management

Janette Micelli, 602-579-6152

jmicelli@wm.com

or

The Artigue Agency

Ian La Cava, 480-221-7434

