WM Launches "I Recycle" Pledge Ahead of America Recycles Day

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The national education initiative aims to inspire action to Recycle Right®, recycle always

Key Takeaways:

- WM is launching the I Recycle initiative in advance of America Recycles Day on Nov. 15 to help people Recycle Right® through education, community engagement and the I Recycle Pledge.
- Participants who take the I Recycle Pledge at WM's I Recycle website can enter for a chance to win a trip to the WM Phoenix Open, one of the world's largest zero-waste sporting events.
- WM is encouraging communities to take the I Recycle Pledge through several events and collaborations with local leaders and community organizations, as well as sports teams, leagues and venues.
- As North America's largest recycler, WM is committed to recycling education. WM data shows that 3 in 4 Americans say they recycle, and nearly half are actively looking for ways to recycle more.

HOUSTON, Nov. 10, 2026 /PRNewswire/ -- WM (NYSE: WM) today launched I Recycle, a nationwide pledge and movement inspiring people to learn more about recycling and commit to better recycling habits. By taking small actions every day, individuals can make a meaningful impact on their communities and contribute to a more sustainable future.



"I Recycle is a call to action for anyone who wants to help make a positive impact in their community," said Brent Bell, vice president of recycling operations, WM. "When people have the tools to learn how to recycle the right way, we all benefit. By taking the I Recycle Pledge and committing to better habits, everyone can contribute to strengthening the circular economy."

The I Recycle program is supported by industry and community leaders who recognize education as a key driver of recycling participation.

"Fort Worth is proud to support WM's I Recycle campaign and its efforts to increase recycling awareness and encourage sustainable habits among our residents," said Mattie Parker, mayor, City of Ft. Worth. "WM's commitment to building a more sustainable future for all aligns with our city's values, and through collaborations like this, we are better positioned to keep our communities clean and beautiful for generations to come."

"Recycling works best when education and access come together, combined with stakeholder support across the value chain," said Carolyn F. Muller, acting CEO, Solid Waste Association of North America (SWANA). "We are proud to support efforts like WM's I Recycle initiative that empower residents with practical knowledge and inspire action."

To help expand the impact of the I Recycle initiative, WM is encouraging its communities to take the I Recycle Pledge. Across Denver, Fort Worth, Gainesville, Houston, Nashville and Seattle, communities are supporting the I Recycle program through local events, while organizations including the Cleveland Cavaliers, New York Giants, Tennessee Titans and Seattle Kraken are helping spread the message that recycling starts locally and creates an impact nationwide.

This effort is important as WM recycling data shows*:

- 3 in 4 Americans say they recycle, and nearly half are actively looking for ways to recycle more.
- More than half of Americans state a desire to make a difference is their reason to start recycling.
- Lack of access remains the top barrier to recycling, while inconvenience and confusion about how to recycle also limit recycling participation.
- More than three-quarters of Americans want to learn more about how recycled materials are transformed into new products.

What is the I Recycle Pledge?

I Recycle is a WM-led recycling education initiative to help consumers learn how to Recycle Right® and encourage others to do the same. WM's I Recycle website offers educational recycling content, interactive quizzes and the opportunity to take the I Recycle Pledge and enter the sweepstakes for a chance to win a trip to the WM Phoenix Open.

For more information on how to **take the I Recycle Pledge, visit WM.com/IRecycle**.

*WM recycling data is from a survey conducted online within the United States, from March 25-26, 2026, among 1,146 U.S. consumers 18+ via the HarrisX Overnight Poll.

ABOUT WM

WM (WM.com) is North America's leading provider of comprehensive environmental solutions. Previously known as Waste Management and based in Houston, Texas, WM is driven by commitments to put people first and achieve success with integrity. WM, through its subsidiaries, provides collection, recycling and disposal services to millions of residential, commercial, industrial, medical and municipal customers throughout the U.S. and Canada. With innovative infrastructure and capabilities in recycling, organics and renewable energy, WM provides environmental solutions to and collaborates with its customers in helping them pursue their sustainability goals. In North America, WM has the largest disposal network and collection fleet, is the largest recycler and is a leader in beneficial use of landfill gas, with a growing network of renewable natural gas plants and the most landfill gas-to-electricity plants, as well as the largest heavy-duty natural gas truck fleet in the industry. WM, through its subsidiaries, also provides collection and disposal services of regulated medical waste and secure information destruction services in the U.S., Canada and Western Europe. To learn more about WM and the company's sustainability progress and solutions, visit Sustainability.WM.com.

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