



Waste Management and Recyclebank Announce Green Choices Recycling Challenge

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The City of Bellefontaine Neighbors to Represent Missouri in National Competition for \$100,000 Grant

ST. LOUIS, MO, Jul 02, 2012 (MARKETWIRE via COMTEX) --Americans recycle only one-and-a-half pounds of the more than four pounds of waste they generate daily, adding unnecessary waste to our nation's landfills. In an effort to help slow this trend and further inspire waste reduction efforts in the St. Louis area, Waste Management (NYSE: WM) announced today the City of Bellefontaine Neighbors has been selected to participate in the SC Johnson Green Choices Recycling Challenge. The challenge is a nationwide contest that aims to increase household recycling participation in 50 communities across the United States. The community with the highest reported percentage of recycling participation will receive a \$100,000 grant from SC Johnson to put toward a local sustainability project.

"Bellefontaine Neighbors is thrilled to be representing Missouri in the Green Choices Recycling Challenge," said Robert Doerr, Mayor of Bellefontaine Neighbors. "We encourage all of our residents to get involved. This is a unique opportunity to protect the environment, invigorate the local economy and help keep Bellefontaine Neighbors clean, while earning everyday savings from Recyclebank and working toward the grant."

Waste Management is partnering with Recyclebank to bring this program to the St. Louis area. As North America's largest recycler, Waste Management recycles more than 10 million tons of commodities annually, with a sustainability initiative to nearly triple the amount of recyclable materials recovered by 2020.

"Waste Management is committed to making recycling simpler and more appealing for local residents, and the Green Choices Challenge fits perfectly with this goal," said Kent Harrell, Area Vice President at Waste Management. "Our partnership with Recyclebank is just one more way we are contributing to a more sustainable world by increasing recycling and reusing materials."

The Green Choices Recycling Challenge begins Monday, July 2, 2012. Bellefontaine Neighbors residents can sign up for the free Recyclebank program at www.recyclebank.com/greenchoices at or by calling 1-888-727-2978 if you do not have access to a computer. Once a Recyclebank member, residents can report their recycling efforts each week to earn points by simply reporting their recycling efforts on the Recyclebank website. In order for a resident's recycling activity to count towards the Challenge, residents must report their recycling efforts at least once a month. The winning community will be announced in January 2013.

"At Recyclebank, we believe that the key to unlocking the greatest environmental impact depends on businesses, government and communities working together to inspire and motivate everyday green actions," said Jonathan Hsu, Chief Executive Officer at Recyclebank. "Through our partnership with Waste Management, Bellefontaine Neighbors and all the innovative municipalities in our program, we can reach an even wider audience to better educate and incentivize a daily routine to the benefit our environment, one small step at a time."

Recyclebank is similar to a frequent flyer program; however members earn points for living a more sustainable lifestyle. Members can use those points to "shop" at Recyclebank.com for rewards and discounts from local retailers. Waste Management is working with Recyclebank to offer this program to residents across the St. Louis area.

For helpful reminders and simple tips for keeping waste out of the landfill, visit www.wm.com or www.thinkgreenfromhome.com. Be sure to follow Waste Management on Twitter and Facebook for additional recycling information.

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 one of the largest residential recyclers and 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.

ABOUT RECYCLEBANK

Recyclebank helps create a more sustainable future by rewarding people for taking everyday green actions with discounts and deals from more than 3,000 local and national businesses. Through its online platform and partnerships with municipalities, haulers, small businesses and corporate brands, Recyclebank is empowering individuals to make a collective impact on the environment by increasing household recycling, reducing household energy usage and taking other environmentally-preferred actions. A Certified B Corporation, Recyclebank has been recognized as a Technology Pioneer by the World Economic Forum, a Champion of the Earth by the United Nations Environment Programme and for Outstanding Excellence in Public/Private

Partnerships from the U.S. Conference of Mayors. Recyclebank is headquartered in New York City. For more information, visit www.Recyclebank.com.

ABOUT SC JOHNSON

SC Johnson is a family-owned and managed business dedicated to innovative, high-quality products, excellence in the workplace and a long-term commitment to the environment and the communities in which it operates. Based in the USA, the company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, pest control and shoe care. It markets such well-known brands as GLADE(R), KIWI(R), OFF!(R), PLEDGE(R), RAID(R), SCRUBBING BUBBLES(R), SHOUT(R), WINDEX(R) and ZIPLOC(R) in the U.S. and beyond, with brands marketed outside the U.S. including AUTAN(R), TANA(R), BAMA(R), BAYGON(R), BRISE(R), KABIKILLER(R), KLEAR(R), MR. MUSCLE(R) and RIDSECT(R). The 126-year-old company generates \$9 billion in sales, employs nearly 13,000 people globally and sells products in virtually every country around the world. www.scjohnson.com.

FOR MORE INFORMATION

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