



## 2013 Waste Management Phoenix Open Surpasses Sustainability Success of 2012 Tournament

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*Waste Management set to reach "Zero Waste Challenge" goal to divert 100 percent of tournament waste from landfills*

PHOENIX--(BUSINESS WIRE)--Feb. 19, 2013-- Waste Management (NYSE: WM) today announced that it has surpassed the record-setting 97 percent waste diversion success achieved at the 2012 Waste Management Phoenix Open and it is on track to divert 100 percent of 2013 Waste Management Phoenix Open waste away from landfills and into recycling and composting facilities, as part of the tournament's Zero Waste Challenge. Final diversion results will be available in April 2013 following the complete tear down and removal of all materials from TPC Scottsdale.

The initiative, aimed at controlling materials brought into the event and educating vendors and patrons about proper disposal of materials, so that eventually zero waste is sent to the landfill, was launched at the 2012 tournament. As a result, the 2012 Waste Management Phoenix Open achieved the highest diversion rate of any major sporting event and was the first-ever major sporting event not to use trash receptacles.

"Considering the record-breaking crowds on Friday and Saturday of this year's tournament, our goal to divert 100 percent of tournament waste away from landfills is a significant undertaking," said Dave Aardsma, Waste Management chief sales and marketing officer. "The program's success is attributable to Waste Management's position as an environmental solutions leader and everyone who has embraced our efforts, especially The Thunderbirds, tournament vendors and patrons."

Recycling Ambassadors also played an important role in educating tournament attendees, monitoring recycling and compost receptacles, answering fan questions and increasing awareness of the waste diversion goals for the 2013 Waste Management Phoenix Open. This year, Waste Management doubled the number of Recycling Ambassadors from 500 to 1,000.

### 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 the largest recycler in North America and 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](http://www.wm.com) or [www.thinkgreen.com](http://www.thinkgreen.com).



Source: Waste Management

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