



## Waste Management Named Official Environmental Solutions Provider for IRONMAN in the United States

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*Company to provide sustainability solutions to triathlons nationwide*

HOUSTON & TAMPA, Fla.--(BUSINESS WIRE)--Jul. 18, 2013-- Waste Management Inc. (NYSE: WM) and IRONMAN today announced that Waste Management has been named the official environmental solutions provider for IRONMAN® triathlons. Under the agreement, Waste Management will provide environmental sustainability strategies to IRONMAN events throughout the United States.

“We will work closely with the IRONMAN event organizers to develop creative solutions for reducing waste and to increase recycling at each race,” said Tom Carpenter, a director in Waste Management’s sustainability services division. “The IRONMAN events, which attract spectators and participants from all over the world, are a great way to showcase the best environmental practices available today.”

Waste Management, known for its leadership in collection, transportation, disposal and recycling, also provides sustainable event solutions such as practical renewable energy alternatives, water conservation techniques, policies designed to reduce waste and reuse materials, and new technologies to recover the resource in waste.

Waste Management offers specific solutions such as: controlling materials allowed into the event to ensure they can be reused, recycled or composted; utilizing volunteers to educate race attendees; monitoring recycling and compost receptacles; engaging with the community and clearly communicating goals to all stakeholders; tracking carbon footprints and reporting on sustainability efforts through internationally recognized frameworks.

“It is important for IRONMAN to be environmentally responsible and to take care of the cities that host our events. We are happy to work with the professionals at Waste Management to help us further our recycling and waste-reduction efforts,” said Shane Facticeau, Chief Operating Officer of IRONMAN.

An IRONMAN triathlon is one of a series of long-distance races consisting of a 2.4-mile swim, a 112-mile bicycle ride and a 26.2-mile run, raced in that order and without a break. The remaining races in the 2013 IRONMAN U.S. Series include:

- IRONMAN Lake Placid, Lake Placid, New York, July 28, 2013
- IRONMAN Louisville, Louisville, Kentucky, Aug. 25, 2013
- IRONMAN Wisconsin, Madison, Sept. 8, 2013
- IRONMAN Lake Tahoe, Lake Tahoe, Calif., Sept. 22, 2013
- IRONMAN World Championship, Kailua-Kona, Hawaii, Oct. 12, 2013
- IRONMAN Florida, Panama City Beach, Nov. 2, 2013
- IRONMAN Arizona, Tempe, Nov. 17, 2013

Waste Management is also the title sponsor of the Waste Management Phoenix Open, where in 2013 it sent zero waste to landfill from more than half a million fans who attended the golf tournament. Focusing on overall sustainability, the WMPO also purchased 100 percent renewable energy, used graywater in portable toilets, and achieved GOLD certification from the Council for Responsible Sport. Waste Management also works with other events to define and achieve their sustainability goals. Current partners include the Houston Marathon, the Shell Houston Open, and the Valero Texas Open.

Waste Management Sustainability Services is a nationwide network of environmental professionals combining environmental expertise and project management to help clients advance along the path toward sustainability. The consulting group has already helped hundreds of clients in the United States and Canada realize their environmental goals by recommending business practices that reduce waste, save energy and provide a “next life” for resources they no longer need.

### About IRONMAN

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that **ANYTHING IS POSSIBLE®** by crossing finish lines at the world’s most

challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, World Triathlon Corporation (d/b/a IRONMAN), owner and operator of the IRONMAN® Series, has grown from owner of a single race to a global sensation with more than 190 events across five unique brands: IRONMAN®, IRONMAN 70.3®, 5150™ Triathlon Series, Iron Girl® and IronKids®. For more information, visit [www.ironman.com](http://www.ironman.com).

## **ABOUT WASTE MANAGEMENT**

Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. We are the largest residential recycler and also a leading developer, operator and owner of waste-to-energy and landfill-gas-to-energy facilities in the United States. Our customers include residential, commercial, industrial and municipal customers throughout North America. To learn more visit [www.wm.com](http://www.wm.com).



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