



For Immediate Release
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Recology San Mateo County Debuts Instructional Videos
“How –To” Videos Highlight Upcoming Programs

Burlingame, CA – In continued preparation for providing collection services for the twelve member agencies in the RethinkWaste service area, Recology San Mateo County has produced a compilation of instructional videos to help customers learn more about their upcoming programs. The videos are available in three different categories: Single Family Residence, Multi-Family Dwelling and Commercial customers.

“The goal of producing the videos was simple: provide our customers with an informative video that’s enjoyable to watch while learning about the many services we have to offer,” explained Mario Puccinelli, General Manager for Recology San Mateo County. “We’re very excited about the new programs we’re offering and we hope the videos portray that.”

Each video focuses on “CartSMART” (for Residential customers) and “BizSMART” (for Multi-Family Dwellings and Commercial customers). CartSMART features weekly single-stream recycling, a composting program and garbage collection services for residential customers. BizSMART features weekly single-stream recycling and garbage collection with optional compost services. Each video also features a section titled “Beyond the Cart,” highlighting programs such as proper disposal of hazardous waste and bulky-item pick up services.

Videos can be viewed in full length in both English and Spanish on Recology San Mateo County’s website at www.RecologySanMateoCounty.com. For those who are only interested in one topic (i.e. recycling or composting), the video is also broken up into individual chapters.

Recology San Mateo County takes over for Allied Waste of San Mateo County as of January 1, 2011 as the new collection services provider for the RethinkWaste member agencies.

On August 28, 2008, Recology of San Mateo County (formerly Norcal Waste Systems of San Mateo County) was chosen by the South Bayside Waste Management Authority (SBWMA) Board of Directors to provide recycling, compost and garbage collection services to all Residential, Multi-Family and Commercial customers for the 12 Member Agencies as of January 1, 2011. The SBWMA is the legal name for RethinkWaste. The RethinkWaste service area includes: Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, San Mateo, Unincorporated San Mateo County and the West Bay Sanitary District.

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