



For Immediate Release
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Central Seattle Wins New Playground by Reducing Waste

- CleanScapes \$50,000 Waste Reduction Prize Awarded -

SEATTLE, WA – (December 16, 2010) –CleanScapes is delighted to announce that a new playground at Washington Park is the featured \$50,000 community project chosen as the 2009/2010 waste reduction competition award.

“An excellent effort to reduce our City’s waste was made by everyone, but special recognition goes to the residents of the Thursday collection area,” says Sally Bagshaw, Chair of the Seattle City Council’s Parks and Seattle Center Committee. “The playground is a welcome addition to Washington Park.”

A community-led volunteer committee selected the winning Neighborhood Waste Reduction Rewards project. The project selection committee was made up of representatives from the community councils located in the CleanScapes Thursday collection area, which includes portions of Montlake, Madison Park, Madison Valley, Madrona, Capitol Hill, First Hill and Yesler Terrace. The Thursday collection area residents won the competition by reducing the amount of waste (garbage, recycling, yard waste) collected between October 1, 2009 and March 31, 2010 by a greater percentage than any other CleanScapes collection area.

“It was really important to us that representatives of the winning neighborhoods choose a project they felt would serve the most people and have the highest value for the \$50,000 award,” says CleanScapes President Chris Martin. “This program is about making the connection between taking steps to reduce waste and enhancing the neighborhoods we serve.”

Working together for two months, the project selection committee determined the evaluation criteria and created a weighted scoring system in preparation for making their final decision. In

total, the committee considered 13 projects submitted by the neighborhoods. To be eligible for consideration, projects had to meet four basic criteria: the project had to be a capital improvement, located in the winning neighborhood collection area, easily accessible by the public and the total cost of the project could not exceed \$50,000.

“CleanScapes’ generous gift to the community will be used and appreciated for years to come,” reports David Hutchins, the Project Selection Committee representative from Madison Park.

“The people who generated the project ideas and the members of the Project Selection Committee did a great job. The CleanScapes team also deserves special recognition. They took the proposed ideas and did the considerable work required to turn ideas into meaningful, executable projects.”

All CleanScapes residential customers have the chance to compete for this annual \$50,000 prize. This fall, CleanScapes launched the 2011 Neighborhood Waste Reduction Rewards competition, challenging neighborhoods to reduce their total waste footprint (garbage, recycling and food waste). The concept is simple: by taking steps to reduce waste, Seattle residents can help our environment and win a \$50,000 community improvement project of their choice. To learn how more about the competition and tips on how to reduce, reuse and win, visit www.cleanscapes.com.

CleanScapes Mission

CleanScapes is the trusted partner for communities seeking to enhance residential & commercial vitality by providing innovative streetscape maintenance, recycling & solid waste services. CleanScapes was founded in Seattle, Washington in 1997, and provides sustainable solid waste and recycling collection and comprehensive StreetScapes management services to municipalities, commercial properties, business improvement districts and stadiums in Washington, Oregon and California.

www.cleanscapes.com

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