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'Ready, set, recycle' contest launches in Fremont and Dublin



Submitted By Ivana Gaspic

Recycling has just become more rewarding in Fremont and Dublin, where StopWaste.Org (aka Alameda County Waste Management Authority) announced the start of a recycling contest in which residents can win prizes for keeping their refuse free of recyclables and compostables.

During regular garbage collection days from June 21 to July 31, the prize crew will select random garbage carts and separate the contents into three categories: recyclables, compostables and garbage. Five households in each city with the least amount of recyclables and compostables in their garbage relative to the whole cart will be declared the winners. They will receive their choice of \$50 in cash or gift vouchers for BART or Safeway, with the best of the group in each city being named the grand prize winner. A grand prize winner from Dublin and Fremont with the least amount of recyclables and compostables in their garbage overall will each receive an additional \$250 in cash and the title of being their city's best recycler.

"Alameda County has already reduced the amount of materials it sends to the landfill by approximately one third since 2000," says Brian Matthews, Senior Program Manager at StopWaste.Org. "With 93 percent of our residents reporting that they recycle regularly, we're proud to say that we're some of the best recyclers in the country.

"Our goal is to divert 75 percent of waste by the end of the year and residents participating in the Ready, Set, Recycle contest will help their communities make strides in achieving our goal."

All Fremont and Dublin residents can make an online pledge to recycle and compost on www.ReadySetRecycleContest.Org and enter to win a \$15 gift card to Starbucks, BART or movie theaters of their choice.

"Ready, Set, Recycle is a fun way to encourage residents to do their part by sorting their recyclables and organics," says Mathews. "We hope selected participants will share their recycling tips with friends and neighbors and encourage each other to properly sort their waste every day. Reducing waste from the landfills benefits everyone in the community and the environment."

The winners will be announced in mid-August and recognized again at the first city council meeting in each city following the summer recess (scheduled for September 7 in both Fremont and Dublin).

For more information about recycling, the contest and the winners, visit www.ReadySetRecycleContest.Org

