

## For immediate release

### **WASTECO RECEIVES TOP ENVIRONMENTAL AWARD FOR EMPOWERING TENANTS WITH CLEAR COMMUNICATION**

*(Toronto: November 3, 2009)* Wasteco, one of Toronto's top providers of waste removal and recycling services, has added a Platinum Award for Communication to its impressive list of achievements. The award was handed out by the Recycling Council of Ontario at its 2009 Waste Minimization Awards ceremony held October 22, 2009.

Competition was intense for this highly coveted award that evaluates companies on several levels, including creativity, educational content, continuous improvement and support from all levels of management. This is the latest in a string of accolades acknowledging Wasteco's commitment to helping business owners reduce waste and improve recycling efforts through education and awareness programs.

The company has also received the Pinnacle Award for Customer Service at both the local and National Level and the Gold Promotion Award from the Recycling Council of Ontario for its efforts in Waste Minimization in 2007.

"Our commercial customers tell us that their employees and tenants want to be involved in recycling efforts," says Bill Wootton, Sales Manager of Wasteco's Toronto Region. "By providing industry leading communication we show people how to get involved and help create a healthy, efficient and environmentally friendly workplace." Wasteco's employees routinely take their message on the road, setting up lobby displays and providing free information and resources to commercial, industrial and residential tenants.

According to Wootton, the company is always looking for new ways to engage and inform the people he calls the front line in the effort to reduce waste. He says, "We invest our time and money to create fun ways for people to engage with our message, such as our Zero Waste tenant barbeques, information displays on Earth Day and free waste minimization seminars."

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#### **About the company**

Wasteco was incorporated in 1978 to service the solid waste management requirements of the commercial, industrial and institutional sectors of Toronto. In addition to the collection and processing of solid non-hazardous waste, Wasteco provides a full range of environmental services for other materials including paper and cardboard, cans, glass and plastics, wood, organics, confidential paper shredding and product destruction services.