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RECYCLING PERKS LAUNCHES IN SEVEN WASTE CONNECTIONS SERVICE AREAS

VERDE's recycling incentive program that rewards members with discounts from local businesses is now available in select Waste Connections service areas.

Chesapeake, VA – Recyclers in seven Waste Connections service areas now have access to exclusive rewards from local businesses through the Recycling Perks program. Through Recycling Perks, residents who are Waste Connections recycling customers in participating services areas are now eligible to get rewarded for their recycling efforts at home. Each time they recycle curbside they'll earn points that they can use to get discounts from businesses that participate in the program—the vast majority of which are local businesses that residents know and trust.

This is a true win, win, win for all. Residents get rewards for recycling (saving them up to \$25 per month), businesses get increased exposure in their community (which helps drive increases in foot traffic and sales), and Waste Connections wins by offering the enhanced experience of a value-added benefit to their loyal customers as well as local market support that is unmatched in the industry.

"We love the fact that a local representative will be in each area and that the rewards are mainly from local businesses that residents know and trust. We're impressed with their ability to customize the program to suit the individual needs of each Waste Connections market. Their staff has been super helpful and great to work with, and we're excited to be partnering with such a first-class company,"
said John Love, Waste Connections Division Vice President.

"We are thrilled to be partnering with a world class organization like Waste Connections, as well as the regional markets they serve. Our goal is to enhance the Waste Connections customer experience, provide outstanding local support while working to activate other Waste Connection markets as their objectives call for us to engage," *said Bill Dempsey, President of Recycling Perks.*

The Recycling Perks program has been available in several states on the East Coast since 2011. Now this new partnership with select Waste Connections markets enables them to have an even greater impact on the greening of cities nationwide. Incentivizing recycling works. This is a great partnership for Waste Connections and VERDE.

About Recycling Perks:

Recycling Perks is an incentive program that promotes participation in curbside recycling and is currently available in several cities in the U.S. Recycling Perks strives to improve household recycling efforts, reduce waste, and promote local businesses and environmentally responsible businesses by offering great savings and exclusive deals that reward recyclers. Simply put, you recycle, we reward. Recycling Perks is one of five VERDE services. Details at: www.verdeoutreach.com