



WASTE CONNECTIONS OF THE CAROLINAS LAUNCHES VERDE'S RECYCLING PERKS

The recycling incentive program that rewards members with discounts from local businesses is now available to Waste Connections of the Carolinas recycling customers.

1/7/2019, Union County – Through Recycling Perks (a VERDE service), residents who are Waste Connections of the Carolinas residential recycling customers are now eligible to get rewarded for their recycling efforts at home. Each time they recycle 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 of the Carolinas 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.

“Partnering with VERDE is a game-changer. Through this rewards program Waste Connections will be rewarding local residents for their recycling efforts and increase the exposure of local participating businesses. This is truly a community partnership program from which we will all benefit” said Mark Pergolese, Waste Connections of the Carolinas District Manager.

“We are thrilled to be partnering with such a well-respected and admired service provider. Waste Connections of the Carolinas is a leader in their industry, proudly serving Union County and the surrounding area, and we look forward to working with them and the customers they serve. Our goal is to enhance Waste Connections of the Carolinas' customer experience and provide outstanding local support”, said Bill Dempsey, President of VERDE.

VERDE has been working with municipalities since 2011 to incentivize recycling. Now they're eager to bring their recycling rewards to the Carolinas.

About VERDE:

VERDE provides the ultimate tools that cities, haulers and companies need to become greener. Our forward-thinking team of professionals works with community and sustainability leaders to create green habits, encourage recycling participation, reduce contamination, decrease landfill waste, and tackle other environmental problems by providing them with customized programs. These may include environmental outreach, media, incentives, targeted data, and more to address specific needs. Discover our services at: www.verdeoutreach.com