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**WAUKESHA COUNTY SEEKS TEAM LEADERS FOR
RESIDENTIAL WASTE REDUCTION CHALLENGE**

WAUKESHA, Wis. (Sept. 21, 2010) –Waukesha County is initiating the Waste Stream Team Challenge, a friendly waste-reduction competition between Waukesha County neighborhoods in 25 recycling partner communities. It is designed to quantify potential savings when households cut waste by increasing the amount they reduce, reuse and recycle. The Challenge will highlight new recycling opportunities this fall, including carton recycling and electronics recycling, in a fun contest atmosphere.

To make this exciting program a success, the county is looking for passionate, energetic individuals to take on a leadership role as team leaders. Team leaders will recruit several households in their neighborhood to participate. For more information and to register as a team leader in your neighborhood, go to www.ReduceYourWasteStream.info by Sunday, October 3.

During the month of October, families participating in the Challenge will weigh their weekly trash and recyclables and share their successes and obstacles via a blog. The family with the highest percent waste reduction will win a flat screen TV. Second and third prizes are a laptop computer, and a desktop computer system. Members of the winning team will receive a group party. Each participant will receive a movie pass from Marcus Theaters. As an extra incentive, each team leader receives a free compost bin.

The ultimate goal of the program is to identify those actions that have the greatest impact on reducing the waste stream and increasing recycling in ways that participants think are easiest to do. This data will be used to initiate a county-wide program that offers the greatest opportunity for success.

Sponsors for the Challenge are: the Carton Council, leading manufacturers of carton packaging; FCR Recycling; Materials Processing Corporation (MPC), recyclers of electronics; Veolia ES Solid Waste Midwest, Johns Disposal Service, Inc.. For more information about the challenge, go to

www.ReduceYourWasteStream.info.

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