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LOCAL START-UP BUSINESS HONORED AT PASADENA CITY COUNCIL! *Educational Outreach that Inspires Environmental Stewardship Award*

Waste Less Living, Inc., a local, woman-owned business was one of five recipients to receive the Outstanding Recycler Award for 2009 presented by the City of Pasadena's Mayor Bill Boggard and Martin Pastucha Director of Public Works at Monday's City Council Meeting on December 7th. Waste Less Living was specifically honored for its educational outreach efforts at inspiring environmental stewardship.

Waste Less Living, Inc. was nominated by last year's award recipient Miranda Marie Allen, a 7th grader at Pasadena Christian School and her mother Stella Franco-Allen. "We believe that in addition to offering compostable products and off-site compost management services, it is the educational component offered by Waste Less Living that sets this company apart," wrote Allen and Franco-Allen.

In the fall, Waste Less Living launched its first comprehensive compost waste management program at High Point Academy School in Pasadena. Its success is in the numbers. To date, the school has achieved a waste diversion rate of 76% with over 3,000 lbs of waste diverted from the landfill and composted off-site. "We are thrilled about the results we have achieved thus far and even more excited about bringing this program to other schools in the area so that we can continue to divert even more waste," said Christine Lenches-Hinkel, Founder of Waste Less Living, Inc.

Since its inception, Waste Less Living has diverted over 10,000 lbs of waste from reaching the landfill. From servicing small parties to large events in the thousands, their service has now caught the attention of such distinguished organizations like the Pasadena Tournament of Roses, the International Documentary Association, the Pasadena Audubon Society and the Sierra Club.

With at least 66% of the waste stream characterized as compostable/biodegradable waste, sending such material to the landfill is counter-productive and not so environmentally responsible. "Since landfills are not compost piles, what compostable materials discarded in landfills merely add to the toxic byproducts that are typically associated with these facilities, namely methane gas and leachate – a toxic wastewater," said Lenches-Hinkel.