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FOR IMMEDIATE RELEASE

**Local Pasadena Business To Help Reduce Landfill Waste by Offering
Food Scraps Pick-up Service for Area Residents**

January 4, 2012 (Pasadena, CA) – Not satisfied to fall behind San Francisco and San Diego in environmental progress, Pasadena area residents will have the option of sending their food scraps and paper waste to a composting facility as opposed to a landfill. Thanks to Waste Less Living, a small, women owned environmental consulting company specializing in zero-waste planning, organics recovery and composting, environmentally conscious residents can have their organic waste picked up each week and composted for them for a nominal fee. The benefits of such a service are wide and far reaching. First, it is effortless for those who want to compost but don't know how and for those who know it's a good thing but don't want to put in the time and energy. Second, weekly composting now can save money in the long term. According to a study that was done by the South Bay Council of Governments back in 2008 to assess the impacts of closing Puente Hills Landfill in 2012, trash hauling fees are expected to more than triple in the next 5 years. Third, composting helps reduce green-house-gases and toxins leaching into the groundwater by diverting the material from landfills.

With nearly 2/3 of the waste stream comprised of organic material that can be turned back into soil as opposed to methane gas and toxic wastewater, this new composting service can positively impact the environment and people's pocketbook. The rising cost of gasoline will only fuel the expected rise in trash hauling fees. So, Waste Less Living is stepping up to the plate and in a big way. "Composting, by far, is the method of choice for managing our waste stream, not only from an environmental perspective but from an economic one as well," says Christine Lenches-Hinkel, founder and president of Waste Less Living.

Items to be collected include fruit and vegetable leftovers, meat, dairy products, bread...even lint from the dryer! Customers will get a bucket and a roll of biodegradable liners to start. Clearly marked labels with acceptable items for collection will be affixed to the bucket. Customers will simply need to place the filled bucket on their doorstep each week and Waste Less Living trucks will pick up their food scraps for local composting. At the time of pick-up, the material will be weighed and recorded to document the volume of waste diverted and the amount of green-house-gases reduced.

To get business up and running, Waste Less Living is offering discount incentives for customers who encourage their neighbors to get on board. There is also a Give-Back Program for schools that currently have Waste Less Living's Organics Recovery Program in place on campus. For each family that signs-up, 10% of the cost will be donated back to the school.

"It's not just a Win-Win situation, it's a triple Win!" says Ms. Lenches-Hinkel. *"The school's have another fundraising opportunity, the students and their families can now practice composting effortlessly at home, and our company advances its goal of diverting even more waste from the landfill. Put another way, when our environment wins, everyone wins!"*

Waste Less Living initially announced its service at the open house for their new office in December. At the time, a handful of guests already signed up and pre-paid for up to 6 months of service. Those who signed up received a stack of door_hangers to pass along to neighbors and friends.

Nancy Busacca, was one of the first residents to sign-up. "My dream of residential compost service is finally coming to fruition! I am looking forward to sharing this service with my friends and neighbors. I want everyone to know about this service."

Others, like Altadena resident, Galit Feinreich, have heard about the service and signed up as well. “I have always wanted to compost, but I was concerned about finding the space and time to do it properly in my backyard.” The mother of two added, “This service is perfect because it lets my family do the right thing for the environment without any guesswork, and at around a dollar per day, is very reasonable in terms of cost.”

The first scheduled day of service is Monday, January 9th. Residents can expect to see pick up trucks with the Waste Less Living yellow flower insignia and the “It’s Not Trash” sign.

For more information on this service or to sign-up, please contact:
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