



CITY OF ATLANTA

MAYOR'S OFFICE OF COMMUNICATIONS

55 Trinity Avenue, Suite 2500
ATLANTA, GEORGIA 30303

CONTACT:

Sonji Jacobs Dade, Director of Communications
404-330-6558, office
404-276-6866, cell
sjdade@atlantaga.gov

Reese McCranie, Deputy Director of Communications
404-330-6006, office
404-886-2334, cell
rmccranie@atlantaga.gov

FOR IMMEDIATE RELEASE:

Monday, February 14, 2010

NEWS RELEASE

City of Atlanta Lends Support to Zero Waste Zone

Diversion of landfill assets to help Atlanta reach Top 10 Sustainable City goal

ATLANTA – Today, the City of Atlanta announced its commitment to participation in Atlanta's Zero Waste Zones. Zero Waste Zone is the eco-friendly concern that is increasing awareness among business owners on how diverting landfill assets back into the production cycle protects the environment and helps Atlanta maintain its status as a pioneer city for sustainability.

“The city’s support of Zero Waste Zones illustrates our commitment to moving Atlanta toward becoming a top 10 city for sustainability,” said Atlanta Mayor Kasim Reed. “One critical step in

this process is to develop a viable zero-waste plan that will create green jobs and reduce the green house gas emissions of discarded materials. ZWZ complements our zero-waste plan and vision and is the economically and ecologically right thing to do for the city.”

“Supporting Zero Waste Zones benefits the environment, local businesses and will ensure long-term cost savings for city government and the community through promoting best practices that minimize waste and recover valuable materials for reuse,” says Mandy Mahoney, Director of Sustainability for the City of Atlanta.

Zero Waste Zones is a division of Elemental Impact, a nonprofit entity committed to reducing the commercial carbon footprint in order to protect the environment. Founded and operated by Holly Elmore, ZWZ will celebrate its second anniversary later this month. Elmore said the city’s support is integral to the success of ZWZ’s mission. “The City of Atlanta’s participation is vital to Zero Waste Zones’ overall success,” Elmore said. “ZWZ is built upon collaborative effort by government, nonprofits, trade/business organizations and private enterprise. A big thanks to the Mayor’s Office of Sustainability for stepping forward with this commitment to the ZWZ.”

In addition to Mayor Reed’s support, Mahoney noted the Zero Waste Zones program “is an innovative, community-led, visionary activity that drives our city and region further down the path of becoming truly sustainable.” Mahoney also applauded ZWZ members saying, “We’re very fortunate to have great leadership and action from businesses and organizations that have participated during the last two years.”

The city’s support of Zero Waste Zones is one of several strategic initiatives Atlanta has undertaken to promote sustainability. Other measures include climate protection, energy reduction and the provision of clean water.

About Zero Waste Zones

Zero Waste Zones, an Elemental Impact project, was launched in February 2009. It was designed to communicate a clear message of the Zone’s sustainability commitment through a strategic media plan, including metrics of diverted assets from landfills.

About Elemental Impact

Elemental Impact is a national nonprofit organization dedicated to bringing sustainable operating practices to the corporate community. Using the foodservice industry as its pilot private sector industry

participant and mobilizing force, Ei projects create easy to implement criteria that make good business sense. For more information on Elemental Impact and Zero Waste Zones, visit www.elementalimpact.org

About the City of Atlanta Mayor's Office of Sustainability

The Mayor's Office of Sustainability is focused on instituting environmental protection practices into Atlanta city government. It aims to do so by improving the city's environmental programs and policies such as water and energy conservation, solid waste and emissions reduction, and recycling. To fully expand its commitment to sustainability, Mayor Kasim Reed has pledged that the City of Atlanta will become one of the top ten most sustainable cities in the United States. To that end, the Division utilizes Recovery Act funding across 16 different programs. These programs are designed to motivate and support community efforts that aim to enhance environmental quality, while supporting jobs and long term economic growth.

###

For more information about this and services of the City of Atlanta visit our website at www.atlantaga.gov
or watch City Channel 26