



Valentine's Day is a Good Reminder to Love the Earth with Recycling and Waste Reduction

Waste Management recommends alternatives to traditional tokens of affection that make the holiday of red and pink a little greener

CORONA, Calif.- Feb. 2, 2016- Whether a hopeless romantic or a cynic, Valentine's Day is an opportunity to show love to the Earth, the one who takes care of each of us, by being environmentally conscientious. Valentine's Day cards are exchanged annually, which can contribute to a spike in annual waste production. This holiday, Waste Management urges the public to consider eco-friendly gifts for loved ones, and to follow simple recycling guidelines to love the Earth, too.

"When you consider what goes into a card or some flowers, it's easy to understand that a few small changes can make a big difference for the environment," said Eloisa Orozco, spokesperson for Waste Management of Southern California. "You can be good to your loved ones and the environment on Valentine's Day. It just takes a little creativity, planning and Cupid's green arrow."

Green Gift Ideas for Valentine's Day

Valentine cards - Save trees in the name of love by sending an e-card. If the card is a must, (i.e. your child's Valentine's card exchanges at school) make sure it's printed on recycled paper or make one from scratch using everyday items around the house.

Photo gifts - Another alternative to a traditional card is using recycled materials and your favorite photos to create a scrapbook, decorate a picture frame or create an electronic slideshow to share with that special someone.

Chocolate - Consider buying chocolate that is organic, fair trade and made using the most sustainable practices possible.

Flowers - Instead of floral arrangements, consider planting a tree for your loved one. If flowers are non-negotiable, look for organic flowers that were grown without pesticides, or purchase flowers from a store that composts its pre-consumer food waste, including floral items.

Jewelry - Consider buying heirloom jewelry from a vintage dealer. If you want to buy new, choose a jeweler whose gems and precious metals are certified ecologically friendly.

Home-cooked meals - Show your loved ones you care by cooking with fresh, local, organic ingredients.

Recycle Often. Recycle Right.SM - Learn the basics of proper recycling by visiting RecycleOftenRecycleRight.com, where residents can find out what items can go in their recycling containers, and which ones to avoid. In addition, Waste Management invites love birds to share their eco-friendly Valentine's Day tips and ask recycling questions via Twitter and Instagram, using hashtag #Recycling101.

ABOUT WASTE MANAGEMENT

Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and disposal services. It is also a leading developer, operator and owner of landfill gas-to-energy facilities in the United States. The company's customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more information about Waste Management visit www.wm.com or www.thinkgreen.com.

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