



For Immediate Release

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Waste Management of Canada and Communities in Bloom Announce Environmental Awareness Award

Saskatoon, Sask. – Waste Management and Communities in Bloom announced the City of Rosemere as this year's recipient of the Environmental Awareness award.

Waste Management (WM), a national sponsor of Communities in Bloom (CIB) and the Environmental Awareness Award made the announcement in Saskatoon today at the CIB's annual symposium and awards ceremony.

In establishing the Environmental Awareness Award, WM wishes to recognize communities throughout Canada for their achievements in developing initiatives toward environmentally responsible practices and sustainability. Criteria for this award include environmental efforts made by municipalities, businesses and citizens of a community in the areas of waste reduction and recycling initiatives and conservation and naturalization projects.

"Waste Management is proud to be a national sponsor of Communities in Bloom and the Environmental Awareness Award," said Wes Muir, Director of Corporate Communications for Waste Management. "We are committed to environmental stewardship - it is the cornerstone of what we do. We embrace opportunities to promote responsible, environmentally sound waste management solutions within Canadian communities."

This year, Communities in Bloom will be marking the 11th anniversary of its national awards ceremonies. Raymond Carriere, CIB national chairman stated that, "The sponsors and organizers of Communities in Bloom wish to ensure that environmental responsibility is extended beyond the boundaries of participating city, town, village and rural areas. We want to establish new levels of awareness and create a sense of community pride throughout Canada - the national awards program helps us achieve these initiatives."

As Canada's leading provider of comprehensive waste management services, Waste Management offers advanced residential, commercial and industrial collection, recycling and disposal services throughout the country. Waste Management of Canada employs over 3,400 people at 116 locations in 8 provinces, servicing 4.5 million residential customers and 170,000 industrial and commercial customers. The Company owns and/or operates 20 recycling recovery facilities and 18 landfills. www.wm.com

Communities in Bloom (CIB) is a Canadian non-profit organization committed to fostering civic pride, environmental responsibility and beautification through community participation and national competitions. www.communitiesinbloom.ca

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