



NEWS RELEASE

Taking the Lid Off America's Trash Cans: Glad® Uncovers Country's Waste Habits With Photojournalist Peter Menzel

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PHOTO SERIES DEBUTS IN
TIMES SQUARE AS NYC
ANNOUNCES EXPANDED
HOUSEHOLD
COMPOSTING

OAKLAND, Calif. (April 8, 2014) - On average, Americans send about half of their waste to landfill. Focused on spreading awareness about this eye-opening issue, The Glad Products Company sponsored award-winning photojournalist Peter Menzel and writer Faith D'Aluisio's newest photo series, a project called "Waste in Focus," that takes a real life, moment-in-time look at what eight families around the country are recycling, composting and sending to landfill in a recent week.

The families, each with four members, live in San Francisco, Atlanta, Phoenix and New York City, and are of different backgrounds and ethnicities. Working with a precise set of instructions, but asked not to change their usual waste management habits, each of the eight families saved one week's worth of household trash and recycling. D'Aluisio and Menzel then sorted, weighed, cataloged and cleaned the waste, as well as participated in a consultation with regional waste managers to ensure accuracy in item placement for the resulting portraits. With consistency in each photo - recycling on one side and landfill trash on the other - the team independently developed data and stories to accompany each photo.

Glad will formally unveil the eight "Waste in Focus" photos on Thursday, April 10, partnering with the New York City Department of Sanitation (DSNY) at a press conference in Times Square. A supporter of the city's curbside collection of organic materials, which aims to reduce the 11,000 tons of waste New Yorkers produce every day, Glad joins city officials to announce the broad expansion of the program to more than 100,000 new homes and discuss how local municipalities influence the amount of waste diverted to recycling and compost. Glad is providing 32,000 coupons to residents of New York City that are part of the expanded program. The photo exhibit will also be on display at New York's Union Square on Earth Day.

Helping to Provide a Solution

The Glad Products Company recognizes the role its products play in helping consumers waste less and is on a mission to do its part to help consumers learn more about waste reduction. The following tips are a good place to start:

1. Most composting involves waiting for organic materials to aerobically decompose, but coffee grounds and eggshells can be sprinkled in your garden immediately.
2. Some fruits, like apples and tomatoes give off natural gases that speed up spoilage of other produce. Store them separately and keep vegetables apart from fruits to reduce food waste.
3. Some fruits and veggies like bananas and potatoes aren't fridge-friendly. Keep these in a dry, cool place instead.
4. In addition to newspaper, most communities accept corrugated cardboard and tissue boxes. Some even accept catalogues and phone books.
5. Salsa and peanut butter jars are two examples of reusable containers for food storage. And when it's time to replace them, they're recyclable.

Visit WasteinFocus.com to view all eight photos and family stories. Developed in partnership with Keep America Beautiful, the nation's leading nonprofit that builds and sustains vibrant communities, the site encourages you to take a quiz to determine what type of waste manager you are and offers tips to help reduce waste at home.

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