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Waste Management Debuts Recycling Rewards Machine at Balloonfest

HOWELL, MICHIGAN. — Waste Management is previewing the company’s latest initiative to reward people for recycling during the Michigan Challenge Balloonfest, the Greenopolis recycling kiosk. The innovative machine will be in the festival’s new Landing Zone area near the non-profit food booths at the event, June 25-27.

Greenopolis recycling kiosks are part of a product-specific and consumer-driven recycling program that combines the infrastructure of Waste Management, Greenopolis.com and on-street locations with rewards and tracking. When residents place appropriate recyclables — plastic bottles, aluminum cans, glass containers — in the kiosks, they receive a coupon indicating the number of items recycled and a deposit statement with a prize code. The code is redeemable for a wide variety of dining, entertainment and travel rewards.

“The recycling kiosks and Greenopolis.com truly represent how people will be rewarded for recycling in the future,” said Waste Management spokesperson Carey Weihmiller. “Waste Management is proud to give Balloonfest goers a glimpse of how they can be rewarded for making responsible recycling decisions.”

Points earned at the kiosks can be redeemed at www.greenopolis.com, an interactive website that enables people to learn, act and earn rewards for making a positive impact on the environment. Greenopolis.com utilizes Web 2.0 technologies to create an online environmental community consisting of individuals, environmental organizations, schools and businesses.

The website, which includes several features common on social networking sites, is committed to connecting people and businesses on green issues, and was developed to serve as an educational tool to teach people about ways in which to be more environmentally sound. Waste Management sponsored the creation of the site to get more people to start thinking green.

The Greenopolis kiosks represent an innovative leap forward for collecting recyclables. Instead of a standard trash-can-like recycling container, the kiosks are interactive, about the size of a vending machine, feature full motion video and are able to dispense coupons or loyalty cards used to track recycling points long term.

“In the future, people will be able to earn points for their curbside recycling efforts and at the kiosks; we will be rewarding recyclers for living responsible at home and on the go,” Weihmiller said.

Look for the recycling kiosks in the Landing Zone area near the non-profit area of the balloonfest where the majority of vendors sell beverages such as canned pop and water bottles.

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