

FOR IMMEDIATE RELEASE:

## **Golden Gate Restaurant Association Spearheads Movement to Make the Restaurant Industry Sustainable**

### **Recycling Incentives Designed to Help Members Be "Green"**

SAN FRANCISCO (March XX, 2005) – The Golden Gate Restaurant Association (GGRA) has partnered with the San Francisco Department of the Environment, Golden Gate Disposal & Recycling Company, Sunset Scavenger Co. and the Building Owners and Managers Association (BOMA) to enhance recycling programs for restaurants and promote awards for commercial recyclers.

"We are attacking this issue on all fronts," said GGRA Executive Director Kevin Westlye. "We are incentivizing restaurants to recycle by giving them discounts on the recycling of organic waste; providing free color-coded recycling bins; and offering free multi-lingual recycling training for restaurant staff. In addition, we are celebrating industry recycling leaders by supporting the Commercial Recycler of the Year 'Golden Dumpster' Awards."

The GGRA has teamed with Golden Gate Disposal and Sunset Scavenger, the area's two largest waste management companies, to increase the discount available to members who recycle. Golden Gate Disposal and Sunset Scavenger currently offer a 25 percent discount on the cost of processing the portion of clients' garbage that goes into organic recycling. GGRA Members receive an addition 10 percent off, for a total of 35 percent of the total cost of recycling organic waste. In addition, the disposal companies will provide GGRA members with free "tooter" garbage cans for recyclables as well as multi-lingual recycling training for their staff.

Further, during the first quarter of 2005, the San Francisco Department of the Environment will help the GGRA promote recycling by offering GGRA members free color coded "Slim Jim" waste cans and a four-week supply of fully recyclable corn resin garbage can liners. GGRA members can contact Kevin Westlye at the GGRA office – 415.781.5348 - or visit the GGRA Web site -- [www.ggra.org](http://www.ggra.org) -- to learn more about the programs.

"Our goals are to raise awareness among GGRA members of the importance of recycling and to give them the incentive and the means to do so," commented GGRA President Ken Zankel. "The majority of our members recognize the value of recycling, but costs are often prohibitive. With these new programs, we're able to make recycling good for the environment *and* good for business. Our industry can and should be a green leader."

Finally, the GGRA, along with the San Francisco Department of the Environment, the Building Owners and Managers Association, Golden Gate Disposal & Recycling Company and Sunset Scavenger, is a proud sponsor of this year's Commercial Recycler of the Year (CoRY) "Golden Dumpster" Awards. Now in their sixth year, CoRY Awards go to office buildings, retailers, hotels and restaurants that best exemplify commercial recycling. Nominations for the CoRY Awards are due on March 1; awards will be presented in a ceremony on April 28.

**About the Golden Gate Restaurant Association:** The GGRA is a collective non-profit trade organization that promotes, extends and protects the interests of the restaurant industry in the San Francisco Bay Area. Founded in 1936, the GGRA is a central source of unbiased information and effective representation covering all aspects of the restaurant industry. Today the GGRA includes more than 700 members and is governed by a Board of Directors elected from the membership at large.

Membership is open to the entire Bay Area food service industry, including restaurants, catering operations, bars and taverns. Associate memberships are available for supplier organizations. The GGRA continues to meet the increasing need for industry unification and representation through a network of communication and activity and welcomes input and assistance from industry members to ensure that the San Francisco Bay Area restaurant industry continues to flourish.

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