

Ridwell Call Sheet
Wednesday, December 6
NBC Bay Area

	<p>Cinthia Pimentel joined NBC Bay Area and Telemundo 48 in September 2022 as a bilingual weather anchor. Cinthia is from the Bay Area. She grew up in the Canal neighborhood of San Rafael. Her love for local weather developed at a young age while watching the news with her parents and grandparents.</p>
<p>Outlet & Overview</p>	<p>NBC Bay Area - Climate in Crisis segment</p> <p>Ridwell to discuss the recent launch into the South Bay market including San Jose and Palo Alto. The segment will also follow how Ridwell’s services work while on the ridealong in addition to speaking with a member who utilizes the service.</p>
<p>Schedule & Address</p>	<p>7:50 AM Meet up at first pickup location, 492 Quail Bush Ct, San Jose CA 95117</p> <p>8 - 11:30 AM The ride-along will take place in area code 95117, at roughly 4 houses in that area.</p> <p>12 PM NBC to speak with Ridwell member via Zoom</p> <p>Stephanie Hughes Via Zoom - Link to be generated day of 408-499-9271</p>
<p>Talking Points & Sample Questions</p>	<p><u>Talking Points</u></p> <ul style="list-style-type: none"> ● Ridwell launched in San Jose in November and will continue expanding to additional zipcodes throughout the South Bay. ● Ridwell service is available in the following cities throughout the Bay Area: Alameda, Albany, Belmont, Berkeley, Burlingame, Daly City, East Oakland, El Cerrito, El Sobrante, Emeryville, Foster City, Hillsborough, Lake Merritt, Menlo Park, North Oakland, North San Jose, Oakland Hills, Pacifica, Redwood City, Richmond, San Carlos, San Mateo, Southern Alameda County, South Oakland Hills, South San Francisco, South San Jose, West Oakland, West San Jose. ● Ridwell diverts reusable and hard-to-recycle materials that curbside municipalities don’t pick up from households - items such as thin plastic film (produce bags, Amazon envelopes), multi-layer plastic (chip bags, candy bar wrappers, frozen food bags), batteries, lightbulbs, clothing, and more. ● Holiday Angle <ul style="list-style-type: none"> ○ With the holidays coming up, people produce 25% more trash. Between November and the new year, US consumers produce an additional 2.9 billion pounds of trash per week—8,667 times the weight of the Statue of Liberty. ○ Ridwell can help consumers waste less for the holidays by picking up old Christmas lights, shipping envelopes, bubble wrap, plastic pillows, styrofoam and multi layer plastics. <p><u>Example Questions</u></p> <p>Tell us about Ridwell.</p> <ul style="list-style-type: none"> ● Ridwell is a convenient door-to-door diversion service that helps households reduce waste by making it easy to reuse or recycle items not part of municipal curbside recycling programs. So far, more than 85 thousand Ridwell Members have kept more than 18 million pounds of reusable and recyclable material out of the landfill. <p>How was Ridwell started?</p>

	<ul style="list-style-type: none"> ● It all started as a hobby I had with my son. We would collect reusable and “hard to recycle” materials in the neighborhood and deliver them to specialized partners and local organizations that distribute items to those in need. <p>What makes Ridwell different from San Jose’s curbside recycling program?</p> <ul style="list-style-type: none"> ● Ridwell is designed to be a complimentary service to curbside recycling in your community. We don’t have regularly scheduled routes, and we don’t process any material. Instead, we consolidate items at our warehouse and facilitate their safe and efficient transportation to our partners. ● We believe small actions still count. We prove it by empowering neighbors and communities to build a less wasteful future and help do their part to protect the planet. <p>How does it work?</p> <ul style="list-style-type: none"> ● We provide a sturdy metal bin for the front porch (or side of the house), and reusable cloth bags for sorting the items our partners can reuse or recycle. Members can opt into a pickup every other week. We only come to members’ homes when they want us, and we only pick up what they leave us and what our partners can take. ● Our service varies based on each jurisdiction’s curbside recycling program to ensure zero overlap with a household’s existing services. If and when the items accepted for recycling in a jurisdiction’s curbside recycling program change, any overlapping items are immediately removed from our service. Generally, each pickup opportunity includes several hard-to-recycle items such as plastic film (produce bags, Amazon envelopes); multi-layer plastic (chip bags, frozen food bags); batteries; lightbulbs; styrofoam, and threads (clothing and shoes). Our ‘featured category’ also includes special opportunities that rotate every other week, usually focused on reuse that benefits local community groups. Past featured categories have included children’s books, sports equipment, toiletries, non-perishable food, reusable totes, and school supplies. We are always looking to identify other items that can be recovered through reuse or recycling. <p>How do you know where your stuff goes?</p> <ul style="list-style-type: none"> ● Ridwell seeks out local partners who responsibly reuse or recycle materials that too often go into the landfill. Our reuse partners are almost always local nonprofits serving communities in need. When a local partner is not available, we work with regional or national partners. For instance, due to the lack of local markets for plastic film and multilayer plastic, we partner directly with: <ul style="list-style-type: none"> ■ Hydroblox, which turns multi-layer plastic into landscape drainage blocks for a variety of outdoor uses. ■ Trex, which turns plastic film into composite lumber for decks, benches, and playground sets. ● Our members can also find out where their stuff goes on the transparency page of our website! <p>Where can people sign up for Ridwell?</p> <ul style="list-style-type: none"> ● You can go to ridwell.com/pricing, put in your pickup address, and then pick out the pricing option most convenient for you.
<p>PR Contact</p>	<p>Justine Cacdac jcacadac@js2pr.com 408.830.4959</p>