

Protecting Our Environment

Web Users Go Green

(NAPSA)—Americans are serious about going green, with about three-quarters of people in the U.S. now recycling, according to a recent Harris Interactive poll. But experts are quick to point out that recycling is only one part of what we can do to help the environment. Other steps include shopping locally, cutting down energy use and rethinking driving habits. Now, going online may help as well.

A new Web site lets users create profiles, network, shop, play games and more, as they connect over green issues and learn ways to help the earth—all while earning rewards for acting to safeguard the environment.

Waste Management, the leading provider of comprehensive waste management and environmental services in North America, launched Greenopolis.com, an interactive Web site that enables people to learn, act and earn rewards for making a positive impact on the environment. As part of its earth-friendly efforts, Waste Management also recently launched www.ThinkGreen.com, an interactive Web site that features important issues in waste management and gives an inside look at the company's operations.

Waste Management says Greenopolis.com is designed to spread the green word even further. Here's a closer look:

- **MyOpolis**—The interactive social network section of the site lets members create profiles, build networks of friends and keep track of their "Greenopolis Points." Users can access features and tools, such as blogs, forums, event calendars and other online features.

- **Groups**—The site's online tools for community action groups



Greenopolis

LEARN. ACT. REWARD. TOGETHER.™



A new Web site helps users connect as they lead greener lives.

include David Gershon's Green Living Handbook, Low Carbon Diet and Cool Corporate Citizen.

- **GreenMedia**—The Green Broadcast System (GBS) gives users up-to-the-minute news stories, articles, thought leadership, blogs and published data.

- **Marketplace**—This feature provides shopping, local environmental service directories and a materials exchange called "Free'N" that helps members locate and exchange items as an alternative to throwing them away.

- **Games**—Users can play, rate, review and suggest environmental-themed games, helping to build a searchable directory of the best sustainability games on the Web.

- **Green Profile**—Each member can create a unique profile to track his or her environmental progress. Profiles include a Green Badge that becomes greener based on the user's site activity. Badges can be shared with other members and featured on other blogging sites and networks such as MySpace.com.

- **Merit Badges**—Badges help users track their learnings and actions in specific environmental areas. Users eventually accumulate enough points to earn a badge.

To learn more, visit the Web site www.greenopolis.com.