



Department of Utilities  
Office of the Director

CITY OF SACRAMENTO  
CALIFORNIA

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# Media Advisory

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**FOR IMMEDIATE RELEASE**  
**November 1, 2010**

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## **Sacramento's *Give Smart for the Holidays* Promotes Waste Free Gifts at Local Attractions**

**WHO/ WHAT:** Holiday campaign encourages Sacramentans to give more and trash less! City Council Members Robert Fong will host the *Give Smart for the Holidays* kick-off to encourage waste free holiday gifts and increased recycling this holiday season. Join Dinger and Humpty-Dumpty at the Sacramento Zoo to learn about the special deals being offered throughout Sacramento including deeper discounts November 5-11.

Department of Utilities has partnered with attractions throughout Sacramento to offer holiday gifts that don't need to be wrapped and won't end up in our landfills! Promotions include annual passes to California Railroad Museum, Fairytale Town and Funderland, theatre tickets, tickets to sporting events and more!

**WHEN:** Friday, November 5, 2010 at 10 a.m.  
**WHERE:** Sacramento Zoo  
3930 West Land Park Drive  
Sacramento, CA 95818

**WHY:** The City of Sacramento is committed to becoming the greenest city in the country. Department of Utilities has a goal to collect 1-percent (or 200 tons) less solid waste and increase recyclables by 5-percent (or 325 tons) this November and December! Businesses have responded by offering discounts towards gifts that don't produce waste, residents can help by giving an experience that will create memories and recycling and reusing common holiday items like wrapping paper, bow, bottles and cans.

### **Visuals/Interview Opportunities:**

- Mascots
- Sacramento Theatre Company and Sacramento History Museum actors in costume
- Council Member Rob Fong
- Edison Hicks, Integrated Waste General Manager, Department of Utilities and participating partners available for interviews

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