



FOR IMMEDIATE RELEASE

June 3, 2013

CONTACT: Michael Mundell, Solid Waste Manager

424 South Castell Ave.
New Braunfels, TX 78130
830.221.4040
mmundell@nbtexas.org

City Solid Waste & Recycling Launch Smartphone Application

New Braunfels, TX – The City of New Braunfels Solid Waste and Recycling Division announces the release of a new Smartphone App that puts garbage, recycling, and special waste collection details at the fingertips of New Braunfels residents.

“The new mobile App contains important information about residential garbage and recycling services for residents, based on their collection zone,” said Mike Mundell, Solid Waste Manager.

The app, called ‘**my-waste**’™, allows mobile device users to download the residential solid waste services information available on the City of New Braunfels website organized into categories, making it easier to find and constantly accessible. By downloading ‘**my-waste**’™, residents can find details for regular and special collections, such as household hazardous waste and bulky goods drop-off events.

The New Braunfels ‘**my-waste**’™ app is free to download, and available in English or Spanish. Simply visit www.my-waste.mobi/TX-Newbraunfels/, and then select the respective icon links to either the iPhone/iPad or Android App store. The ‘**my-waste**’™ version for the Blackberry will be available when RIM releases its new operating system, expected in early 2014.

“Once residents have downloaded the App, they can set up reminders for any of the collection programs. For example, they can set alerts for the day of the week that recycling is collected, or only for bulky goods drop-off days,” Mundell explained.

Special features of the New Braunfels ‘**my-waste**’™ App include a search function that lets residents quickly find information about what to do with a regular or out-of-the-ordinary item, plus tips for reducing and recycling household waste.

“This is a new way for us to connect with residents and share information about resource recovery and waste diversion. Because residents can now be reminded every week of their collection day, it should lead to increased recycling rates,” he said.

The City of New Braunfels is adding the ‘**my-waste**’™ App to its communication outreach activities and information will be updated as necessary during the year. The City will continue to distribute printed materials and update information on the website.

For more information, contact the Solid Waste and Recycling Division at (830) 221-4040 or visit www.nbtexas.org/swrd.

###