

FOR IMMEDIATE RELEASE

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New features coming to Recycle Coach app

King Township's recently launched mobile recycling app is getting a make-over and a long list of new features.

King recently partnered with Recycle Coach to launch the mobile app to help residents become expert recyclers and reduce the amount of waste going to landfills.

Some of the improvements and new features include:

- Completely new look
- Revamped home page that includes a weekly 'We Wanted to Know' question and links to blog articles
- Profile where users can update their settings and preferences
- Residents can now earn badges for taking actions that contribute to their knowledge or the health of the platform. An example is a Promoter Badge that is issued to people who recommend friends download the Recycle Coach app.
- Users can now identify their workplace as being a recycling "Supporter" in exchange for access to the Workplace Resource Centre where they can download posters and other materials that promote recycling at their workplace and encourage employees to use the Recycle Coach app.

These new features will enhance the existing ones where residents have instant access to their area's collection schedule, personalized reminders, key event dates (such as bulky item pickup) as well as a powerful search engine that provides information on the proper sorting of waste and recycling.

Citizens are encouraged to visit www.king.ca/waste to learn more. Recycle Coach is available on desktop and mobile. The free app is available for download on iOS and Android devices.

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Lying in the heart of the Greater Toronto Area, King Township is located within York Region, one of the fastest growing and diverse economies in Canada. More than 60 per cent of the Holland Marsh, also known as Ontario's salad bowl, lies within King Township. Though predominantly rural, most of King Township's 27,000 residents live in the communities of King City, Nobleton and Schomberg. Residents and visitors are drawn to King because of its rural lifestyle, village atmosphere and quality of life.

For more information visit us at www.king.ca