

# City of Sonoma

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## FOR IMMEDIATE RELEASE

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## City of Sonoma Releases “Sort It Sonoma!” Video Series featuring the Sonoma Ecology Center’s Earthlings Club to Promote Proper Waste Sorting

Are you confused about what should and should not go into the recycling (blue), organics (green), and trash (gray/black) carts? The City of Sonoma (City) and the Sonoma Ecology Center’s Earthlings Club (Earthlings) are here to help! The City and the Earthlings partnered to create a series of “how to” Public Service Announcements and informative videos to help Sonomans answer this question.

The series was created as part of the City’s **Sort It Sonoma!** campaign that aims to help residents, businesses, and institutions sort waste properly as required by California Senate Bill 1383. The state law mandates all jurisdictions in California to dramatically reduce the amount of organic materials disposed of in landfills to reduce greenhouse emissions. When organic materials are landfilled, they generate methane, a powerful greenhouse gas that contributes to climate change. Landfills are third largest source of methane in California.

The state law mandates that all generators sort organic materials into the proper container and requires the statewide adoption of the three-cart system (blue, green, gray/black). While sorting organics reduces the generation of methane, properly sorting recyclables also reduces climate pollutants by saving energy and reducing our reliance on virgin materials.

**Sort It Sonoma!** launched in the spring of 2021 with the development of a dedicated webpage, [www.sonomacity.org/sort-it-sonoma](http://www.sonomacity.org/sort-it-sonoma). The website contains a summary of the law’s requirements and tips, tools, and resources on how to properly sort your waste and how to help combat climate change.

Over the summer, the City reached out to the Earthlings - a group of youth-led Sonoma locals who are devoted to driving environmental change through education, hands-on activities, and community building - to harness their creativity to help get the word out to the community on how to properly sort materials. The Earthlings first recorded a series of Public Service Announcements for KSVY Radio. The next step was for them to write, shoot, and edit some helpful videos.

The Earthlings created four (4) engaging and informative videos on proper sorting of organics, recycling, what not to place in the recycling container, and some information on the City’s new ban on disposable food service ware. These videos can be viewed on the

City's website [www.sonomacity.org/sort-it-sonoma](http://www.sonomacity.org/sort-it-sonoma), and YouTube channel, [www.youtube.com/channel/UChZjUrg2rNLYxTgQHhFy-Tg](http://www.youtube.com/channel/UChZjUrg2rNLYxTgQHhFy-Tg).

"It is critical for all of us to sort our waste properly and to keep compostables and recyclables out of the landfill; if everyone does their part, all these little steps such as sorting will combine into one big community step toward saving the environment," says Sonoma Mayor Madolyn Agrimonti. "These videos make sorting simple and will go a long way in educating our community. We are so fortunate that the very talented, dedicated and well-informed Earthlings Club partnered with the City to produce these useful videos – they did a great job."

The City extends their appreciation to the following Earthlings who wrote and acted in the videos (in alphabetical order):

- Isobel Apgar, age 13, Live Oak Charter School, Petaluma
- Phoebe Richards, age 9, River Montessori Charter School, Petaluma
- Madeline Sickert, age 17, Sonoma Valley High School
- Caroline Studdert, age 17, Sonoma Valley High School
- Andy (Zi Di) Xu, age 8, Woodland Star Charter School
- Jack (Zi Xuan) Xu, age 15, Credo High School
- Frankie York, age 5, Presentation School, Sonoma
- Nico York, age 7, Presentation School, Sonoma

Thank you also to the following parents and friends of the Earthlings who were instrumental in the production of the videos (in alphabetical order):

- Paloma Apgar, parent
- Cindy Lindh, project coordinator
- John Lindh, videographer
- Julia Megna, SEC education project manager, Earthlings Club advisor
- Edwin Richards, parent, director
- Catherine Thorpe, parent, project coordinator
- Tina (DongFang) Tian, parent
- Simone York, parent

For more information about Sustainability and Climate Action in the City of Sonoma, please visit [www.sonomacity.org/sustainability](http://www.sonomacity.org/sustainability)

To learn more about the Sonoma Ecology Center's Earthlings Club, please visit [www.sonomaecologycenter.org/earthlings](http://www.sonomaecologycenter.org/earthlings)

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