

# RHDG

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## **Bay Area Recycling Outreach Coalition Reaches Out to RHDG**

*March 2010*

The Bay Area Recycling Outreach Coalition (BayROC) has engaged Riezebos Holzbaur Group (RHDG) to work on their Strategic Marketing Plan for 2010-11.

BayROC represents over 40 San Francisco Bay Area cities, counties, and other public agencies, working together on waste reduction through behavior change. Through regional media campaigns, BayROC's cities and counties collectively contribute to outreach efforts to avoid duplication. Contributed funds pay for regional media buys, press events, chamber publications, and other efforts to reduce waste, such as RHDG's "Sad Bag" reusable bag campaign.

In addition to preparing the strategic plan, RHDG will also advise BayROC on social marketing and advertising opportunities. RHDG is enthusiastically looking forward to working with BayROC—effecting sustainable change throughout the Bay Area and beyond. To find out more, go to [www.bayarearecycling.org](http://www.bayarearecycling.org).