The Recording Academy®
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NEWS RELEASE

THE RECORDING ACADEMY® AND WASTE MANAGEMENT TO PRESENT THE SOUND OF SOCIAL CHANGE

Summit Will Feature Eco-Conscious Industry Insiders Representing Innovative and Forward-Thinking Brands Discussing Sustainability and the Entertainment Industry at The Conga Room at L.A. Live on Friday, Feb. 10

SANTA MONICA, Calif. (Feb. 3, 2012) — Recognizing the increasing consciousness of environmental sustainability and its effects within the entertainment industry, **The Recording Academy®** (***www.grammy.com***) announced today it will present its **2nd Annual Greening Summit**: **The Sound Of Social Change** — sponsored by one of the forerunning companies within the green arena, Waste Management. The summit will focus on bringing awareness of corporate responsibility in sustainability and how industry insiders can use their collective power to drive change in greening.

Held on **Friday, Feb. 10** at the **Conga Room at L.A. Live** in **Los Angeles**, the panel will feature a diverse array of eco-conscious individuals in their respective fields, including: **Bridgette Bell**, global sustainability manager for **Yum! Brands**; **William Brent**, executive vice president at **Weber Shandwick's Cleantech**; **Jennifer Miller DuBuisson**, associate manager of global sustainability at **Mattel**; **Michael J. O'Brien**, vice president of corporate and product placement at **Hyundai**; and **Tim Sexton**, co-founder of **E2**. The panel will be moderated by **Greg Baldwin**, executive director of **Environmental Media Association**, and will also feature **Lewis Perkins**, sustainable strategist at **New House LLC** and **Wanda Williams**, director of customer alliances and solutions at **Waste Management**.

The participating corporations represent brands that are putting forth the extra effort to decrease their impact on the environment and openly engage their message of "social good" within their respective brand marketing and corporate communications messages. This interactive conversation will specifically focus on four critical areas: recycling, energy consumption, food waste, and water conservation. For more information and to join the conversation live, visit ***http://greening.tunestub.com/*** to RSVP.

The Recording Academy has taken the lead in continuing efforts to Green the GRAMMY Awards by recycling bottles, cans, and glass from various events, purchasing renewable energy for the production of the show, and partnering with local charities to prevent excessive food waste. These issues are crucial to the overall health of our planet and the survival of our global economies.

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit ***www.grammy.com***. For breaking news and exclusive content, follow @TheGRAMMYs on Twitter, like "The GRAMMYs" on Facebook, and join The GRAMMYs' social communities on YouTube, Tumblr, Foursquare, GetGlue, and Instagram.

(more)

About Waste Management
Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. We are also the largest recycler in North America and a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. Our customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more visit ***www.wm.com*** or ***www.thinkgreen.com***.

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