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BEST IN THE WEST RIB COOK-OFF GREEN EFFORTS SUCCESSFUL

Reno/Sparks, NEV - The 2011 Best in the West Rib Cook-off recycling program was a big success. John Ascuaga's Nugget, in partnership with Castaway Trash Hauling and Keep Truckee Meadows Beautiful, captured 20 tons of recycling this year. The result was a 33% reduction in the amount of trash that was sent to a landfill. More than 18,000 pounds of compostable material was transported to RT Donavan Enterprises, a local composting facility, and approximately 22,000 pounds of cardboard and glass were processed and transported to recycling facilities.

"The Rib Cook-Off was the first major food event to institute a successful composting program," said Steve Duque, Operations Manager at Castaway. "Other local events are now looking into the possibility of adding compost programs."

The greatest impact was seen in the Rib Village. The exclusive all you can eat VIP area was host to more than 10,000 guests during the 6 day event. Nearly 100% of the waste there was captured for composting and recycling. All of the plates, cups, napkins and utensils used in the Village were made of compostable material.

"Our goal was to reduce trash output for the event by 15%," said Stephen Ascuaga, COO at John Ascuaga's Nugget. "We more than doubled our goal without increasing our costs. It's the right thing to do."

The Nugget is also evaluating options for expanding green efforts all year long throughout the property.

Locally owned and operated, Castaway Trash Hauling is dedicated to providing quality, personalized customer service at a competitive rate, while constantly striving to promote alternatives to traditional disposal methods.

Incorporated in 1989, Keep Truckee Meadows Beautiful is a private 501(c)3 nonprofit dedicated to creating a cleaner, more beautiful region through education and active community involvement. KTMB is supported by individual and community donations.

John Ascuaga's Nugget is one of the few family-owned casino resorts left in the country. Founded as a coffee shop with a few slot machines on March 17, 1955, John Ascuaga has built the Nugget into a world-class, full-service gaming resort destination.