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WORLD'S LARGEST ECOLOGY FLAG FLIES IN SANTA MONICA

Company Uses Soybean Based Biofuel to Reduce Global Warming; Flag To Remind Public That Everybody Can Be Part Of Solution

As a symbol of their commitment to reduce global warming, the owners of Southern California Disposal and Recycling are now flying what they believe is the world's largest Ecology flag at their yard, which is next to the Santa Monica Freeway at the Cloverfield exit in Santa Monica.

The Ecology flag, which has been an icon of the ecological movement since the late 1960's, is three stories tall and five stories wide (30 x 50 feet) and is flying from a 100-foot tall flag tower within feet of the 10 Freeway where 348,000 vehicles pass per day (Caltrans statistics).

Southern California Disposal and Recycling, a family run Santa Monica based trash collection and recycling company, is doing its part to reduce global warming by running collection trucks on earth friendly, renewable B100 Biodiesel made from soybeans.

By using Biodiesel instead of petroleum-based diesel, the company is making a substantial reduction in greenhouse gasses, which is a main contributor to global warming. Additionally, using a renewable Biofuel reduces our nation's dependency on foreign oil and also supports American farmers.

The owners of Southern California Disposal and Recycling want the estimated 500,000 people per day who pass the Ecology flag to be reminded that they too can take actions on a daily basis and be a part of the solution to this environmental crisis.

To learn more about the company and see the flag, please visit SCDisposal.com. To set up interviews and video opportunities, call Mike Matosian, 310-828-6444.