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## **NEW HEIL SWAP! PROGRAM PROMOTES COMMUNITY CONNECTIONS AND SAFETY**

**Chattanooga, TN.** (January 23, 2012) — Heil Environmental has announced the launch of a new community outreach effort called the Sanitation Worker Appreciation Program, or SWAP.

The goal of the program is to provide company employees and community residents with an opportunity to let Sanitation Workers know how much the work they do to keep their neighborhoods clean and safe is appreciated. Throughout 2012, the program will include activities focused on operator and resident safety, education, and fun ways to celebrate the 110-year-old Heil brand.

“Those of us who have the privilege of working with the Heil brand see first-hand our emphasis on quality and safety,” said Jennifer Bonelli, Heil’s corporate manager of marketing communications. “We want to take our appreciation of the Heil brand one step further and personally connect with the thousands of operators who use our refuse collection vehicles every day. We want them to know how much we value the work they do and also thank them for supporting such a well-respected brand.”

Heil employees in Chattanooga, Tennessee and in Fort Payne, Alabama, kicked off the program in November 2011, the traditional month for giving thanks, by placing “We Appreciate You” signs on their trash cans and by setting out gift bags filled with snacks, pictures drawn by kids, thank-you notes, and items featuring the Heil logo. “Our employees really went out of their way to get this fledgling program off the ground,” said Bonelli. “We have a great team and it really showed. We’ve posted photos and even a homemade video on our Heil Facebook page of the creative ways we showed our support.”

To further promote the program, Heil sponsored a community-wide Sanitation Worker Appreciation Week, December 19-23, 2011. Local residents were asked to participate by visiting Heil’s Facebook page to download an appreciation sign and coloring book pages for kids to personalize for their garbage truck driver.

Throughout 2012, Heil will extend the program nationally by working with their extensive Dealer network to promote operator and resident safety and host educational programs designed to increase awareness of the positive efforts happening in the solid waste industry. They will also be sponsoring a National Sanitation Worker Appreciation Week in November of this year.

To learn more about SWAP!, please visit [www.facebook.com/HeilEnvironmental](http://www.facebook.com/HeilEnvironmental).



*Heil Environmental, established in 1901, is the first ISO 9001:2000 certified manufacturer of refuse collection bodies in the United States. Heil is the industry leader in automated waste collection technology and offers the broadest product line, including front loaders, rear loaders, side loaders, multi-compartment vehicles, and equipment for roll-off containers. OEM and aftermarket replacement parts are available through Parts Central. Heil is part of Environmental Solutions Group. For more information, visit [www.heil.com](http://www.heil.com).*

*Environmental Solutions Group encompasses industry-leading brands—Heil, Marathon, NEXGEN, and Bayne—to create a premier, fully integrated equipment group serving the solid waste and recycling industry. Through extensive voice-of-customer outreach, in-house engineering and production manufacturing capabilities, a wide-reaching service network, and proven industry expertise, ESG is focused on solving customer problems through environmentally responsible products and providing world-class support. For more information, visit [www.doveresg.com](http://www.doveresg.com).*

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