

Forever Landfill Offers Luxury Landfill Plots to Secure Disposal Needs for Eternity

New Venture from Heavy Trash Solves Imminent Urban Crisis by Bridging the Gap between Consumer Culture and Limited Landfill Supply in Los Angeles

(June 24, 2007 – Los Angeles): Forever Landfill solves a pressing urban problem by offering Angelenos a unique opportunity to relieve their future waste burden. With Los Angeles' consumptive culture showing no sign of slowing, the city's current landfill supply falls short of demand. Forever Landfill provides an essential service to meet the lifestyle needs of L.A.'s luxury community by giving residents the opportunity to purchase their own personal landfill plot, complete with discrete daily pick-ups, signature refuse bins, and platinum customer care. Rather than asking Angelenos to make personal sacrifices, or requiring commercial producers to take responsibility for the waste they create, Forever Landfill allows residents to send their toxic e-waste, unsightly plastics, and excess packaging to a remote location where all trash can rest in peace.

KEEP TRASH OUT OF SIGHT OUT OF MIND.

With trash production outstripping L.A.'s limited landfill supply, Forever Landfill is a private, residential refuse disposal service that allows Angelenos to secure their own landfill plot and ensure their trash receives a proper home now and in the future. True to our American heritage, we Angelenos have the freedom to live large and as we please, yet the city soon won't be able to meet our current needs. With limited landfill space and lagging recycling plans, the city leaves residents with no option but to take things into their own hands. As Angelenos produce 940,000 tons of trash annually, or more than 841 times an average body weight over a lifetime, Forever Landfill offers Angelenos the perfect way to balance their luxury lifestyle with the desire to safeguard their legacy—all from their own doorstep.

EXCLUSIVE SPACES AT FOREVER LANDFILL

Forever Landfill has secured prime landfill plots far from areas where local communities can complain. Until recently, all of LA's 3,600 tons of trash per day went to Sunshine Canyon Landfill in the north San Fernando Valley. In March 2006, however, com-



Fairfax Ave. at 6th St.



Fairfax Ave. at Beverly Blvd.



FOREVER

SECURE YOUR DISPOSAL
NEEDS FOR ETERNITY

LANDFILL

LANDFILL PLOTS
STARTING AT \$20,000

WITH TRASH PRODUCTION OUTSTRIPPING LIMITED LANDFILL
SUPPLY, ENSURE YOUR TRASH RECEIVES A PROPER HOME

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munity opposition rose to such a fever pitch that the city was forced to re-route a portion of its trash to alternate locations. Predictably, fierce neighborhood opposition ensued at an alternate site, the Bradley Landfill in Sun Valley. Despite valiant efforts to appease local residents with promises of landfill reform (complete with new recycling centers and trash-to-energy stations for generating clean, methane power), most opponents remain steadfast. They simply do not want to live next to a landfill. Forever Landfill is a marriage of spacious plots, remote locations and state-of-the-art systems that could never be duplicated by the public sector.



Fairfax Ave. at Rosewood Ave.

LOVE AND LEAVE ELECTRONICS

Angelenos can live life to the fullest and keep up with the latest trends and gadgets by safely disposing of their outdated electronics. On average, Angelenos buy a new cell phone every 18 months, while the average life of a PC is two years. More than 250 million personal computers and 100 million cell phones are discarded annually. That means that there's tons of lead, cadmium, barium and mercury polluting the soil around our landfills. Since the city has no program in place to recycle e-waste, Forever Landfill is a revolutionary plan to keep families safe from these unseemly chemicals.



Beverly Blvd. at Fairfax Ave.

ZERO WASTE IS ZERO FUN

Forever Landfill is truly working to enhance Los Angeles' cosmopolitan lifestyle. While city officials are beginning to create a "zero waste" economy in which all products are either biodegradable or 100% recyclable, Forever Landfill knows Angelenos have discerning eyes and don't want to sacrifice quality to conform to environmental regulations. Whereas European countries have a "polluter pays" mentality that requires manufacturers to take back their packaging and electronics, Forever Landfill takes this burden off of companies and lets them focus on what Angelenos really want—the finest products available.

LIVE IN THE PRESENT, SECURE THE FUTURE

Angelenos wear the latest trends and never have to stand in line, so why would they wait around for the city to meet their needs? No one has worked harder to give Los Angeles a road map for both recycling trash and converting trash to energy than Councilman Greig Smith, but his RENEW LA plan will probably not be fully implemented for years to come. With the public sector currently taking the whole burden under the plan, don't get caught holding the trash bag as the government struggles to keep up with a way of life that Angelenos expect. Let Forever Landfill bridge the gap and relieve the burden of disposal.

For more information and press images, please visit www.heavytrash.com.

ABOUT HEAVY TRASH

Heavy Trash is an anonymous arts organization of architects, artists, and urban planners. Heavy Trash creates large, temporary art objects that draw community and media attention to specific urban issues. By explaining a particular urban problem and suggesting a solution, Heavy Trash seeks to provoke dialogue among citizens.

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