

MUNICIPAL WasteHub



Municipal Review Committee (MRC) is now Municipal WasteHub

FOR IMMEDIATE RELEASE

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Orono, Maine – April 2, 2025 – The Municipal Review Committee is excited to announce it is changing its name to Municipal WasteHub, reflecting its commitment to modernization, transparency, and affordable, environmentally sound waste management solutions for its 115 member communities.

“I am so excited we are finally adopting a name that captures our mission,” remarked WasteHub’s Vice President Karen Fussell. “Our goal is to increase our visibility and become the go-to community resource for recycling and waste management in this region, and the new WasteHub name will facilitate that effort.”

While the name is changing, the services members receive will remain the same, along with its mission to streamline affordable waste management processes, support sustainability efforts, and foster collaboration among municipalities.

Key Benefits of the Rebrand:

- **Alignment with Sustainability Goals:** The new name reinforces WasteHub's leadership in Maine's waste reduction, reuse, and recycling initiatives.
- **Clarity & Recognition:** A fresh, modern identity makes it easier for communities to recognize and understand WasteHub's role.
- **Improved Communication:** A streamlined brand enhances engagement with members, the public, and policymakers.
- **Enhanced Advocacy & Visibility:** A stronger, clearer brand identity bolsters advocacy

efforts for sustainable waste solutions.

"The name Municipal WasteHub succinctly captures our operation as the central location where we extract value from the waste of 115 Maine communities. Performing work in larger volumes allows for greater efficiency and productivity. The name Municipal WasteHub recognizes the importance of the vital service we provide. Many thanks to everyone who helped distill our work into an appropriate name," said Aaron Huotari, Board President.

No Changes to Services, Contracts, or Operations

Municipal members will experience no disruptions to their waste management services. All existing contracts and billing terms remain unchanged. Additionally, municipalities will continue to work with the same trusted team of professionals at Municipal WasteHub.

"We have been the Municipal Review Committee since 1991, and over the years, it has become clear that we need a name that better reflects what we do. Although our mission has not changed, our name needs to catch up. We are delighted to unveil our new identity that will better communicate our mission and the services we provide to our member communities," said Michael Carroll, Executive Director of Municipal WasteHub.

WasteHub Launches as Hampden Facility Opens

Municipal WasteHub remains dedicated to working with [Innovative Resource Recovery](#), the majority owner and operator of Municipal Waste Solutions in Hampden, Maine, to provide reliable, sustainable waste management solutions.

The Municipal Waste Solutions facility in Hampden is set to begin operations in April 2025, starting as a transfer station and ramping up front-end recycling operations to be fully operational in the fourth quarter of 2025. The facility will process approximately 180,000 tons of mixed waste annually from Municipal WasteHub and other local communities.

In line with its priorities, the facility aims to support the state's landfill diversion goals by transforming municipal solid waste into valuable resources. The processed waste will yield renewable natural gas and recyclable commodities. This approach will reduce landfill use and support the production of renewable energy and recyclable materials.

The rebrand was facilitated by the Millinocket-based design and marketing firm, Designlab.

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About Municipal WasteHub (formerly known as Municipal Review Committee). Municipal WasteHub is a nonprofit organization facilitating effective municipal solid waste management in Maine through its 115 members. For more information, please visit:

<https://www.municipalwastehub.org/>



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