



NEWS RELEASE

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COMMUNITY ORGANIZATIONS KICK OFF CELL PHONE COLLECTION DRIVE

Recycle your phones and help our troops call home!

The Rotary Club of Seattle, in conjunction with 23 other area Rotary Clubs, the non-profit Cell Phones for Soldiers, the Seattle Post-Intelligencer, and Seattle Goodwill, are pleased to announce an exciting community partnership during the month of June. The project, called "Cell Phones for Soldiers," encourages businesses and residents to recycle their unused or outdated cell phones and other portable communication devices. Collected equipment will be sold to ReCellular and the proceeds are used by Cell Phones for Soldiers (www.cellphonesforsoldiers.com) to purchase calling cards that are given to U.S. military personnel serving around the world.

More than 150,000 troops are serving overseas and are away from their families. "Our goal is to help make it possible for them to stay in touch with loved ones by donating our old cell phones," says project chair Edie Hilliard, a member of the Rotary Club of Seattle. "It's an easy and meaningful way to support our troops."

The goal is to deliver at least 10,000 hours of free calling time. Participating Rotary clubs will collect phones from their members and member businesses. Local residents can support the collection drive anytime during June by donating their old phones and equipment at any Seattle Goodwill donation location, where there will be specially-marked boxes (see www.seattlegoodwill.org for a list of donation centers). People who can't get to a Goodwill store can contribute their phones by printing a mailing label at www.cellphonesforsoldiers.com/Seattle.

"Besides supporting our troops," says Hilliard, "recycling these devices this way protects our environment by keeping the toxic metals they contain out of our landfills."

Approximately half of the phones ReCellular processes are reconditioned and resold to wholesale companies in over 40 countries around the world. Phones and components that cannot be refurbished are dismantled and recycled to reclaim materials, including: Gold, silver and platinum from circuit boards; copper wiring from phone chargers; nickel, iron, cadmium and lead from battery packs; and plastic from phone cases and accessories. For more information, see www.recellular.com