



MEDIA ADVISORY

MEDIA ADVISORY FOR:
Friday, April 22, 2005

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CAMPAIGN TO RECYCLE ONE MILLION CELL PHONES TO BE LAUNCHED ON EARTH DAY IN FARRAGUT SQUARE

Campaign seeks to make cell phone recycling as easy as bottle recycling

This Earth Day, on Friday, April 22, EARTHWORKS will launch “Recycle My Cell Phone,” a campaign to recycle 500,000 cell phones in one year, bringing the total number of cell phones recycled to one million or double the current annual U.S. rate. The Recycle My Cell Phone campaign seeks to keep the toxic metals in phones, like lead, mercury and arsenic, out of landfills, save energy and reduce the number of new open-pit mines because phones that cannot be used will be recycled for gold, copper and other valuable metals.

A fact sheet with more information on the Recycle My Cell Phone campaign can be found at http://www.recyclemycellphone.org/RMCP_factsheet.pdf

WHEN: Friday, April 22, 2005,
8:30 am – 5:30pm

WHERE: Farragut Square, Washington, D.C.
Connecticut & K St. NW—served by Red, Blue and Orange Line Metro

Please note: Farragut Square is the site of the kick-off event, but permanent cell phone drop-off boxes will be established at prominent locations throughout Washington, D.C., including dozens of businesses, schools, and charities. Bike couriers will also be picking up phones from businesses. Sites available upon request.

NOTE TO TV AND PRINT PHOTOGRAPHERS:

Visuals will include people dropping used cell phones in recycling bins, information booth and banner stating the goal of recycling one million cell phones this year.

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