



## **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**

*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. **bikesenjava in Sarasota** will serve as a local site for dropping off used cell phones to be recycled. Funds raised from cell phone recycling will go toward the Bicycle Messenger Emergency Fund, to help defray medical costs for bike messengers injured on the job.

A fact sheet with more information on the Recycle My Cell Phone campaign can be found at [http://www.recyclemycellphone.org/RMCP\\_factsheet.pdf](http://www.recyclemycellphone.org/RMCP_factsheet.pdf)

**WHEN:** Friday, April 22, 2005,  
10:00 am – 5:00pm

**WHERE:** bikesenjava, Sarasota  
1936 Hillview Street

#### **NOTE TO TV AND PRINT PHOTOGRAPHERS:**

Visuals will include people dropping used cell phones in recycling bins, spokesperson discussing the goal of recycling one million cell phones this year.

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