



## **MEDIA ADVISORY**

**MEDIA ADVISORY FOR:**  
July 20-22, 2005

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### **CELL PHONE RECYCLING EVENT TARGETS E-WASTE**

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

From July 20-22, EARTHWORKS, a D.C.-based national environmental nonprofit, will be collecting cell phones as part of their “Recycle My Cell Phone” 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. Today, less than 2% of cell phones are being recycled.

The Recycle My Cell Phone campaign seeks to keep the toxic metals in phones like lead, mercury, and arsenic out of landfills, thus saving energy and reducing the number of new open-pit metal 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](http://www.recyclemycellphone.org/RMCP_factsheet.pdf)

**WHEN:** July 20, July 21, and July 22, 2005  
8:30-6:00 p.m. daily

**WHERE:** Farragut Square, Washington, D.C.  
**Connecticut & K St. NW**

#### **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 Americans recycling one million cell phones this year.

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