FOR IMMEDIATE RELEASE : (release date here)

CONTACT: Contact name and title here
Contact phone number here
Contact email here

Successful Collection Event Yields ____ pounds of e-Scrap

YOUR TOWN, NEBR. - On (date of your event), (your organization) held its first electronic collection event since (date). (or whatever the case may be) A WasteCap Nebraska grant program provided funds to offset part of the cost of planning and recycling costs for the computers, monitors, televisions, and other electronics brought to the event. The program was funded by the Nebraska Environmental Trust.

In total, ____ # of vehicles brought in their non-working or obsolete electronics. On average, each vehicle helped divert ____ pounds of e-waste from the local landfill. All together, the event collected over _____ pounds of computers and other electronics. The waste was processed by (name of recycler), an Omaha-based electronics company.

Volunteers from _____ and _____ assisted (your organization's) staff with greeting and unloading vehicles (or any other tasks you wish to list). A survey was given to each participant. (Add factoids learned from the survey here, if desired.)

Many electronic devices contain toxic materials and are difficult to dispose of safely. For example, the cathode ray tubes (CRTs) found in color computer monitors and television sets contain toxic metals that could leach into groundwater if disposed of in a landfill. The _____ collection event gave local households a way to dispose of their broken or obsolete electronics in an environmentally responsible way.

For more information about e-scrap grants contact WasteCap Nebraska at 888-ewaste9 or visit www.wastecapne.org.

###