



WeRecycle!

IT Asset Recovery & Recycling Solutions

FOR IMMEDIATE RELEASE

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Electronics Collection Event in New York City Diverts over 102,000 Pounds of E-Waste from Landfills through Responsible Recycling

Wallingford, Connecticut. – On Sunday, March 16, WeRecycle! Inc. partnered with the New York City Department of Sanitation (DSNY) to provide a FREE residential collection event for used electronics in the heart of Manhattan. This collection event provided a convenient outlet for over 3,000 of Manhattan's residents to responsibly recycling their used electronics.

Over 50 tons of E-Waste were collected in Union Square during this six hour collection. All of the equipment collected at this event will be diverted from the solid waste stream and properly recycled, keeping potentially toxic components found in used electronics from entering the environment.



Residents came on foot and in cars to the collection event to drop off their used computers, cell phones, televisions, and other miscellaneous electronic items. All electronics were transported to WeRecycle!'s Mount Vernon, NY processing facility located just 15 miles from Union Square.

Personnel from the DSNY, Lower East Side Ecology Center (LESEC), and WeRecycle! began setting up event supplies and staging materials for this event well before sunrise. The teamwork paid off. The residents of Manhattan were directed through efficient and clearly defined paths where their cars, trucks, taxi cabs, suitcases, and carts were quickly and safely unloaded. Attendees commented throughout the day on how easy it was to swing by and drop off their old electronics. "This only took a couple minutes! I thought we'd be waiting in line for a long time," "Thanks for doing this," and "When are you coming back?" were just a few comments from the grateful residents who attended this event.



Union Square was the first event in a series of 5 collections to be held in each New York City borough this spring. The events are on the following dates: Bronx on April 4 and 5, Soundview Park; Staten Island on April 12 and 13, Fresh Kills Landfill; Queens on May 3, St. John's University Alumni Hall Parking Lot; and Brooklyn on May 18, Prospect Park .

The energy conservation represented by the 50 tons of E-Waste recycled is comparable to keeping 590 cars off the road for an entire year and saving the same amount of energy it takes to run 830 households for an entire year.

To learn more about DSNY recycling programs and events in your area, visit: www.nyc.gov/wasteless/electronics. A

reference to the copy of the press release regarding the “Spring Cleaning Events” can be found at: reference a copy of the press release our public affairs office put out is at www.nyc.gov/dsny.

About WeRecycle!

WeRecycle!, Inc. is an industry leader in electronics recycling, offering complete management for IT asset recovery, data security, and recycling. WeRecycle! is committed to following globally accepted best practices for managing e-waste, maintaining a strict no landfill, no export, and no use of prison labor policy. As an ISO 14001:2004 & NAID certified business and a proud signatory of the BAN Pledge of True Stewardship, WeRecycle! affirms a promise to providing environmentally responsible recycling. WeRecycle! is a proud member of NERC (Northeast Recycling Council), NRC (National Recycling Coalition), NAID (National Association for Information Destruction), and ISRI (Institute of Scrap Recycling Industries), among others.

WeRecycle!'s services include, but are not limited to, asset management, data destruction, complete recycling, logistics services, and compliance assistance services. All trademarks are the property of their respective owners.

To learn more about WeRecycle!, visit: www.werecycle.com.

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