


NEWS RELEASE

South Central Indiana REMC

300 Morton Ave., Martinsville, IN 46151

Your Touchstone Energy® Partner 

SCI REMC to Recycle Cell Phones *It's an Easy Call to Make*

FOR IMMEDIATE RELEASE:

November 20, 2008

Contact:

Jean van Biezen

765-352-4724

765-342-1335 fax

jeanvb@sciremc.com



Martinsville- Are you getting or giving a new cell phone for Christmas and don't know what to do with the old one? Many people toss their unused cell phones in a drawer or simply throw them away because they don't know what to do with them. Now there's an answer.

The employees of South Central Indiana REMC recently formed a Go-Green committee. The goal of this group is finding new ways to be more environmentally responsible—both as a company and a community. They recently started several new recycling initiatives within the company, and are extending an invitation to SCI Members and the community to participate in their cell phone recycling campaign.

Did you know? E-waste- which includes cell phones and other used electronics- is the fastest growing form of waste. 130 million phones are retired annually in the US alone- that amounts to 65,000 tons of E-Waste each year. The average life span of a cell phone is only 18 months. It is estimated that only 1% of retired phones are recycled. When placed in a landfill, cell phones can leach out harmful chemicals such as lead and arsenic that contaminate soil and water.

-More-

What can you do about it? Drop off your used cell phones and batteries regardless of the make, model or condition (no accessories please) at SCI REMC's office in Martinsville. The phones collected will be shipped to a recycling center that has a zero landfill policy, so all phones will either be refurbished and resold or recycled. All proceeds from the recycling will be donated to a charitable organization selected by SCI REMC employees on a rotational basis.

By donating your used phones, you can help SCI REMC Go-Green and keep cell phones out of landfills and at the same time make a positive impact on the community. It's an easy call to make!

South Central Indiana REMC is the largest distribution cooperative in the state of Indiana serving more than 33,000 members in a seven county area including: Morgan, Monroe, Brown, Owen, and parts of Putnam, Clay and Johnson counties. For more information on the member-owned cooperative, visit www.sciremc.coop.

###