



e-Scrap

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News Release

For Immediate Release

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This Year's Hot Model....Next Year's Big Disaster

Indiana Recycling Coalition Urges Hoosiers to Properly Manage Old Electronics

As Hoosiers receive new electronic devices, such as televisions, computers, hand-held games, and cell phones during this holiday season, they may not know what to do with their unwanted and outdated electronic devices. At the same time, businesses begin a new budget year and are purchasing new computers, printers and more, and will also have items to get rid of.

Today, the Indiana Recycling Coalition (IRC) announces the kick-off of a statewide campaign to let Hoosiers know that electronic devices contain hazardous materials, such as lead and mercury, and should not be thrown in the trash. Instead, the IRC provides many resources for reusing and recycling electronics when they are no longer needed through a new e.Scrap education campaign and informational website, www.eScrapIndiana.org.

“The campaign is designed to grab attention and drive people to the Indiana Recycling Coalition’s new website dedicated solely to the issue of electronic scrap, also called e.Scrap,” said IRC’s Executive Director, Michelle Cohen. Cohen continued, “Once at the website, a business person, homeowner, or anyone can find more information about the hazards that electronic devices contain, how to properly manage these materials, what laws apply, and even how to buy ‘greener’ devices in the future.”

The website is a one-stop-shop for all information about proper management of electronics.

Hoosiers will begin hearing radio ads and seeing television, billboard and print ads in the coming months. The ads will all display the new e.Scrap logo and tagline, along with the photo of a fashion model dressed in parts of old electronics, emphasizing that this year’s hot model of computer, cell phone, or other device can become next year’s big disaster if it is not reused or recycled.

A general brochure and posters have also been developed for those interested in distributing materials to local community and business groups.

www.eScrapIndiana.org

or call 1-888-e-Scrap-1

To reinforce the media messages, the IRC will take the important e.Scrap message on the road in 2006, speaking to many groups in hopes of educating as many Hoosiers as possible about the hazards and options for e.Scrap management. Those interested in having a presentation made should contact the IRC office at 888.e.Scrap.I.

The e.Scrap education program is possible because of financial contributions from its program partners, including: Nina Mason Pulliam Charitable Trust, Indiana Department of Environmental Management, US Environmental Protection Agency, Air and Waste Management Association, Asset Forwarding Corporation, Chesapeake Electronics Recycling, ESRC, Goldsmith Group, Capitol City Metals, Cornerstone Environmental Health and Safety, and Recycle Force. Additional underwriters are being sought to help spread the important e.Scrap message as broadly as possible.

The Indiana Recycling Coalition is a 501c3 non-profit organization, promoting waste reduction, reuse and recycling since 1989. The IRC has been leading efforts in Indiana to develop more responsible e.Scrap policies and programs. A statewide e.Scrap education campaign was identified by over 100 stakeholders representing business, government and institutions, as the top priority among programs of the IRC.

Hair and make-up for the campaign kickoff fashion show provided by Sirens Salon, 607 Massachusetts Avenue, Indianapolis, Indiana