



For Immediate Release
January 17, 2012

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GOODWILL SPONSORS VIRGINIA AQUARIUM E-CYCLING EVENT *New partnership addressing e-waste in Hampton Roads*

VIRGINIA BEACH, VA – On January 21st, Goodwill is joining forces with TFC recycling and the Virginia Aquarium in an event geared towards eliminating electronic waste, or “e-waste” in Hampton Roads. Goodwill’s eRecycling business will sponsor The Virginia Aquarium’s 6th, e-cycling event by providing donors with a safe and secure way of disposing of their unused or outdated technology or equipment.

“It’s no secret that technology is producing some of the fastest growing waste,” says Russ Rainer, e-Recycling Manager for Goodwill. “We’re just proud to be part of the solution and events like these help raise community awareness.”

Goodwill will accept unwanted technology and electronic equipment at the Virginia Aquarium from 10 a.m. to 2 p.m. this Saturday. Eligible items include: desktops, laptops, printers, cell phones and all computer peripherals, even power cords. Donations will be promptly loaded onto Goodwill trucks for delivery to their local facilities for safe and secure handling. Staff and volunteers will be on hand to provide information about how their contributions help to sustain our local environment in the communities of Hampton Roads. Due to Goodwill’s status as a non-profit organization each donor will receive a tax deductible receipt. For a complete listing of what to donate individuals can visit www.goodwillvirginia.org.

Goodwill participates in technology recycling with Dell Computers. This program, known as the Reconnect Program, exists to divert e-waste from area landfills and keep information stored on those electronics from being wrongfully used or mishandled. In 2011 Goodwill kept 1.32 million pounds of e-waste out of Virginia landfills. When an individual donates their electronics to Goodwill, they can be assured of 3 things: 1) no technology or equipment is going to a landfill, 2) information that might be stored on equipment like computers will be securely wiped clean according to Department of Defense 5220.22 standards, and 3) hard drives and equipment that do not meet resale standards will be destroyed and recycled domestically.

Goodwill accepts electronics year round at any of its 16 plus locations throughout Hampton Roads. Items donated to Goodwill, whether at a store location or at events like this one, are routed to the main facility on Diamond Springs Road in Virginia Beach for processing. Equipment, including computer hard drives that store data, is held in secure areas until processing. The best part – funds generated through the resale of eligible computers and equipment in our retail stores will be used to support employment training and programs right here in our community.

“*I had no idea*”, is the phrase most Goodwill staff members hear when individuals learn how programs like the Reconnect program comes full circle to help individuals find employment—

Goodwill is good for the environment AND good for the community,” says Danielle Cronin, Community Relations Manager for Goodwill.

Founded in 1923, Goodwill is a nonprofit provider of career development and support services, whose vision is that everyone will have the opportunity to find their purpose, reach their highest level of self-sufficiency, and become productive members of our community. At least 84% of Goodwill’s total revenue goes to funding job training and career services for individuals with obstacles to gaining employment in our community.

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