



REDUCE • REUSE • RECYCLE

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Province Joins National Cell Phone Recycling Program

The Honourable Charlene Johnson, Minister of Environment and Conservation, and Mike Samson, Interim Chair and CEO of the Multi Materials Stewardship Board (MMSB), were joined today by Bernard Lord, President and CEO of the Canadian Wireless Telecommunications Association (CWTA), to announce a partnership aimed at making it easier to recycle old cell phones.

“In conjunction with the Canadian Wireless Telecommunications Association, a Recycle My Cell program is being officially launched in the province offering cell phone users a chance to, recycle and properly dispose of old cell phones,” said Minister Johnson. “Our government and the MMSB are delighted with this recycling initiative. Keeping old cell phones and other wireless devices out of landfill sites are imperative to moving forward with a more progressive waste management plan for the province.”

The CWTA’s national program allows users to find out where and how to properly dispose of cell phones and other wireless devices, regardless of carrier, brand or condition, at www.RecycleMyCell.ca. The free program is organized by CWTA in conjunction with cell phone service providers, handset manufacturers and recycling companies.

“The goal of this program is to raise awareness about the importance of cell phone recycling and keep handsets from entering our landfills,” said Minister Johnson. “We are committed to protecting our environment and diverting waste from our landfills and this initiative will help us achieve our 50 per cent waste diversion goal. Cell phones and other wireless devices make up a small amount of the total waste generated in our province, but every bit counts.”

“It is always encouraging to see industry and groups like the CWTA recognize that we all play a role in protecting the environment,” said Mr. Samson. “Clearly, it is the responsibility of all of us to take action for our environment, and the MMSB applauds CWTA for their recycling efforts and for launching the Recycle My Cell program in Newfoundland and Labrador.”

Users can find cell phone recycling drop-off locations by entering a postal code at www.RecycleMyCell.ca or calling 1-888-797-1740 for more information. This generates a list of the 10 closest cell phone recycling drop-off sites. For those who can’t visit one of these drop-off locations in person, the website provides a postage-paid label that can be printed, as well as instructions for clearing devices of all personal data before drop-off at a recycling site.

“Newfoundland and Labrador has a long history of sustainable development and environmental protection, and today’s official recognition of the new Recycle My Cell program as part of its provincial e-waste management strategy is further testament to that commitment,” said Mr. Lord. “On behalf of the industry, I extend our appreciation to the Provincial Government for its confidence and recognition of the wireless industry’s commitment to the environment as well.”

Many different items are accepted for recycling, including cell phones, smartphones, pagers, aircards, batteries, chargers and accessories. After the device is received, it is sent to a recycling plant where it can be taken apart for scrap or be refurbished. Proceeds from the sale of refurbished phones and scrap materials are donated to numerous national and local charities. All of the recycling companies involved with the Recycle My Cell program are ISO 14001:2004 certified, meaning they have an environmental management system in place which ensures accountability and knowledge of the associated environmental impacts.

Recycle My Cell is made possible with participation from: Bell, GREENTEC, KYOCERA, Motorola, MTS, Nokia, ReCellular Inc., Research In Motion, Rogers Communications Inc., Samsung, SaskTel, Sony Ericsson, TbayTel, TELUS and Virgin Mobile Canada.

CWTA represents cellular, messaging, mobile radio, fixed wireless and mobile satellite carriers, as well as companies that develop and produce products and services for the industry. For more information about CWTA visit www.cwta.ca.

MMSB is a provincial Crown agency that reports to the Minister of Environment and Conservation. Its mandate is to support progressive waste management practices in the province, with a particular focus on waste diversion, recycling and public education, in order to ensure a clean and healthy environment throughout Newfoundland and Labrador.

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Media contacts:

Cara Pike
Director of Communications
MMSB
709-757-3696, 689-4795
cpike@mmsb.nl.ca

Tina Coffey
Public Relations Consultant
Department of Environment and Conservation
709-729-5783, 728-8650
tcoffey@gov.nl.ca

Marc Choma
Director of Communications
CWTA
613-233-4888 ext. 207
mchoma@cwta.ca