

For Immediate Release

Charitable Recycling Program
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RECYCLING – THE NEW WAY TO DONATE

Bloomfield Hills, MI - November 15 is America Recycles Day – a day that has been set aside by Presidential Proclamation to make us all aware of the importance of recycling. For the nation’s charities and non-profit organizations who are constantly struggling to find new ways to increase donations, recycling has taken on a whole new meaning.

The Charitable Recycling Program, with global headquarters in Bloomfield Hills MI., provides an innovative way for thousands of organizations to raise needed funds by donating and recycling used cell phones. The program makes a donation payment for each cell phone that gets collected. With an estimated 500 million cell phones expected to be inactive by 2005 in the U.S., the fundraising potential for charities and non-profits is staggering.

“Cell phone recycling has been so lucrative for many of the groups participating, because you aren’t asking donators to reach into their pockets,” responds Beth Morawski, Charitable Recycling Program Director, “it’s an easy donation, because everybody has two or three used phones lying around, collecting dust, not doing anybody, any good.”

What happens to all those phones that are donated and recycled? Charitable Recycling will re-distribute many as 911 (emergency only) phones, providing battered adults, children and seniors with a direct link to the assistance they need. Other donated phones are reused in less developed countries where the cost of a new phone is prohibitive, or, in emerging areas of the world where there are no landlines. Obsolete phones are destroyed in an environmentally-responsible manner.

Adds Morawski, “Make every day, America Recycles Day – cell phone donating and recycling is a fundraising winner.”

About Charitable Recycling

Founded in 2001, The Charitable Recycling Program encourages the donation of used cell phones and provides a monetary contribution to charities and non-profits for each cell phone donated. To select from more than 5,000 nationwide recycling locations, visit www.charitablerecycling.com