



FOR IMMEDIATE RELEASE

January 15, 2008

Contact:

Melissa Perez (Dummar)

Manager of Communications

mdummar@wm.com

(619) 933-0102

In The Wake Of Holiday Giving, Send Your Old Electronics To A Happy Retirement

Oceanside, CA— Electronic items are some of the more popular holiday gifts, but disposing of old electronics to make room for the new can be difficult. Electronic waste, known as “E-waste”, cannot be disposed of at landfills. Each year, Americans dispose of roughly 250 million computers. In California alone, 6,000 computers become obsolete each day.

“E-waste cannot be disposed of in landfills because it contains lead and other toxic chemicals,” said Ken Ryan, District Manager for Waste Management of North County. “It’s important to protect the environment and make sure these materials don’t find their way into your regular trash bin.”

Waste Management of North County (WMNC) urges residents to first try to find “new homes” for working electronics in order to reduce our waste stream. Each month WMNC sends approximately 30,000 pounds of electronics to be processed for recycling.

“The beginning of the New Year is the perfect time to take stock of your electronic items and determine which ones can be recycled or exchanged with neighbors,” said Ryan. “Gently used computers do a lot more good if they are given to schools or non-profits than if they are left in basements or tossed illegally in landfills.”

Old, but still working electronic items can often be given away or sold. Some ideas for reuse of electronics include:

- Non-profit thrift stores will gladly take gently used electronics and will usually give donors a receipt to use for tax purposes.
- www.freecycle.com allows members to give and get items for free. Freecycle is a web-based, non-profit organization made up of individual city groups that promote waste reuse among their members. Members have the opportunity to give and get great things for free, in an effort to keep unnecessary waste out of landfills. Membership in Freecycle is free and open to all communities and all members who want to participate.
- Newer computers, TVs and other electronics can sometimes find a home at local schools.

If you are unable to find a new home for your old electronics or they are not in working order, E-waste is accepted for proper disposal at the following Waste Management locations. All televisions, computer monitors, laptops and Sony products can be dropped off free of charge. Other electronics are subject to a 50-cents per pound fee.

Oceanside Recycling Center

2880 Industry St.

Oceanside, CA 92054

Tuesday - Saturday, 8 a.m. to 4 p.m.

Del Mar Recycling Center

2265 Jimmy Durante Blvd.

Del Mar, CA 92014

Tuesday - Saturday, 8 a.m. to 4 p.m.

Closed for lunch from 1-1:40 p.m.

Carlsbad Recycling Center

5960 El Camino Real

Carlsbad, CA 92008

Tuesday - Saturday, 8 a.m. to 4 p.m.

Closed for lunch from 1-1:40 p.m.

Waste Management is the leading provider of comprehensive waste and environmental services in North America. For more information about recycling, log onto <http://northcounty.wm.com>

###

From Everyday Collection to Environmental Protection, Think Green, Think Waste Management