



For Immediate Release
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Recycle My Cell School Challenge is Back

Schools and post-secondary institutions around the province are encouraged to help protect the environment by recycling old cell phones as part of the Recycle My Cell School Challenge. The challenge, open to all K-12 schools and post-secondary institutions throughout the province, officially kicked off yesterday on day one of Waste Reduction Week and will run through to November 17.

"Our government and the MMSB are eager to continue to see recycling and waste reduction efforts increase, and we are excited to be part of the national Recycle My Cell School Challenge again this year," said the Honourable Ross Wiseman, Minister of Environment and Conservation. "We encourage all schools throughout the province to once again participate in this important waste diversion program. Cell phones are popular items, especially among our student populations, and are constantly being replaced. It is important that we participate in programs to keep these items out of our landfills."

The challenge is to collect as many cell phones as possible. All schools and post-secondary institutions have been provided with cell phone drop-boxes, posters and other materials to help promote the challenge to students, parents and teachers and faculty. To ensure a level playing field, totals will be tallied based on the number of students per school. The MMSB will award \$1,000 to the top performing school in each of the four regions of the province. In addition, the MMSB has also opened the challenge to post-secondary institutions throughout the province in which three \$1,000 prizes will be awarded to the top performing post-secondary institutions. The prize money will be used toward environmental school initiatives

"Last year, we were blown away by the results from our province," said Leigh Puddester MMSB Chair and Chief Executive Officer. "Newfoundland and Labrador schools stepped up to the challenge and dominated the national competition with 52 schools recycling more than 3,300 cell phones, representing 90 per cent of the national total. We are confident that we will see big results again this year, as the youth of our province are tuned in to environmental issues and are already taking action to make positive changes to help guide our province to a greener future."

Recycle My Cell is Canada's national recycling program for mobile phones and accessories. The bilingual websites – www.RecycleMyCell.ca and www.recyclemoncell.ca – allow consumers to simply enter their postal code to locate the 10 drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The free program is run by the Canadian Wireless Telecommunications Association, in conjunction with cell phone carriers

and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling.

“The environmental leadership demonstrated by the young people of Newfoundland and Labrador is truly commendable,” said Bernard Lord, President and Chief Executive Officer of the Canadian Wireless Telecommunications Association (CWTA). “On behalf of Canada’s wireless industry, I salute the province’s youth for their continuing dedication to responsible e-waste management.”

The MMSB is a Crown agency of the Government of Newfoundland and Labrador. It supports modern waste management practices in the province with a particular focus on waste diversion and recycling, in order to ensure a clean and healthy environment throughout Newfoundland and Labrador.

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