

# Event Talking Points

September 2008



## FREQUENTLY ASKED QUESTIONS

**1. What are you doing here? Or, what is the point of all this?**

- We are collecting cell phones and raising the awareness of cell phone recycling because Nov. 15 is America Recycles Day, and we're working on wiping out wireless waste.

**2. Why should I recycle/donate my phone?**

- Cell phone recycling is good for the environment and the programs we conduct help prevent litter, reduce waste, conserve resources and beautify our community. The U.S. Environmental Protection Agency estimates that recycling just one million phones saves enough energy to power over 1,940 U.S. households with electricity for a year, and reduces greenhouse gas emissions equal to taking 1,368 cars off the road for a year.

**3. What happens to the phones?**

- We repair and renew the phones that are able to be salvaged. The ones that cannot be salvaged, we safely recycle according to strict environmental guidelines.

*(Note: If asked about personal data removal/confidentiality, direct them to the online ReCellular *Cell Phone Data Eraser*™ at [www.recellular.com/recycling/data\\_eraser](http://www.recellular.com/recycling/data_eraser).)*

**4. Do you recycle all phones?**

- Because "reuse" is the best environmental option, we first strive to refurbish phones to extend their functional life. All phones and components that cannot be repaired and resold will be recycled.

**5. Do you guys recycle \*everything\*? Batteries? What accessories do you take?**

- Yes, we recycle all wireless phones, batteries, chargers, accessories, and connection cards – regardless of service provider or condition. Examples of accessories would be hands-free sets, cords, Bluetooth, etc. We even recycle plastics, cardboard and paper associated with the wireless equipment shipped to us.

**6. Do you pay people for their old phones?**

- No. The value of your phones benefits our local (KAB affiliate) organization. And we all benefit from helping to preserve the environment.

**7. Are you local?**

- Yes. <Your organization> is located at \_\_\_\_\_.

**8. (Press) What are you planning to do next (for marketing)?**

- This is the one of many efforts to increase consumer awareness about cell phone recycling, and part of a year-round program called “Wipe Out Wireless Waste,” conducted by our local organization along with support from Keep America Beautiful, Sprint and ReCellular.

**9. (Press) Who should we contact for more information?**

- For reporters/press – Robert Wallace, vice president/communications, Keep America Beautiful (203.323.8987 ext. 811, rwallace@kab.org), Angela Beaubien, ReCellular (734-205-2207, abeaubien@recellular.com), and Lisa Zimmerman-Mott, communications manager, Sprint (913-794-3661, lisa.m.zimmerman@sprint.com).

For general Round-Up or recycling questions, go to [www.thecellphoneroundup.com](http://www.thecellphoneroundup.com).

**10. Who are your partners? What major companies do you have programs with?**

- The partners that participate in this event: Keep America Beautiful, Sprint and ReCellular, our recycling partner

**11. Where do we bring our phones after today?**

- Go to [www.thecellphoneroundup.com](http://www.thecellphoneroundup.com) to get a free, postage-paid mailing label that you can download and print.
- Pick up a postage-paid envelope from our local (KAB affiliate) organization, mail it in.
- <List any drop-off sites or collection events that you plan to have>

**12. Can you guarantee that my personal information will be deleted?**

- All phones donated through this program are cleared of all personal information. With the *Cell Phone Data Eraser™* you can erase your personal data and contacts.

**13. Do I keep my SIM card?**

- Keep your SIM Card if you want. However, we will recycle it if you include it with your phone.

**14. I’m getting a new phone this Christmas / Hanukkah / Kwanza / Bodhi Day. What should I do with my old phone then?**

- You can still go to [www.thecellphoneroundup.com](http://www.thecellphoneroundup.com) to get a free, postage-paid mailing label that you can download and print, or
- Pick up a postage-paid envelope from our local (KAB affiliate) organization, mail it in.

**15. Where do the phones end up?**

- ReCellular, based in Dexter, Mich., repairs and recycles the phones to conform with strict environmental standards. Phones that have value are resold. Sprint donates the net proceeds to Keep America Beautiful to help keep your local community green and clean. ReCellular has a zero landfill policy.

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