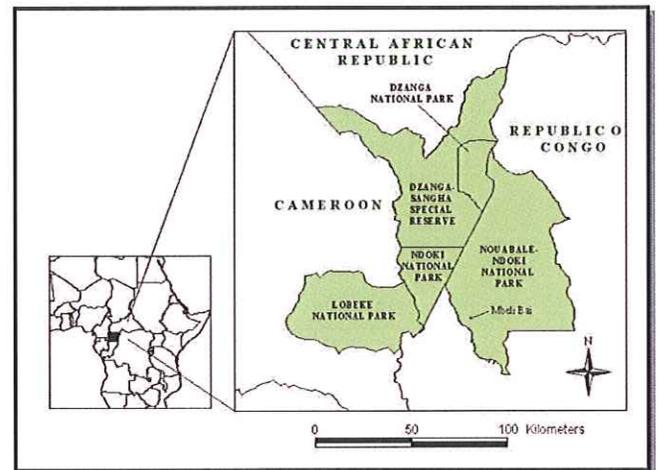




Answer the Call of the Wild!

Cincinnati Zoo Mobilizes the Greater Cincinnati Area to Recycle Cell Phones

- The Zoo is partnering with local schools and businesses to help raise awareness and provide tools for conservation action in our community by starting a cell phone recycling campaign. You can join the challenge too!
- Funds raised will support the Zoo's Conservation Fund, which supports the gorilla field conservation projects such as the Mbeli Bai field study.
- There are more than 270 million cellular users in the United States alone and 4.1 billion world-wide. On average a person in the U.S. buys a new cell phone every 18 months. Less than 1% of the millions of cell phones retired and discarded annually are recycled.
- Cell phones contain lead, mercury, cadmium and arsenic, all are considered hazardous waste if sent to landfills where they can leach into the soil and groundwater.
- Cell phones also contain an ore called Coltan, which is mined in endangered gorilla habitat in Africa. Loss of habitat and hunting are serious threats to the gorillas future. Reducing the demand for Coltan will help save these animals and their habitat.
- Eco-Cell donates the phones for emergency purposes upon request. All unusable cell phones are recycled under strict EPA guidelines by certified recyclers.
- For more information on how to take conservation action, go to <http://www.cincinnati-zoo.org/answerthecall> and learn about gorillas and cell phone recycling.



**The Zoo partners with ECO-CELL, a Louisville-based company, to recycle old cell phones.*