

DELL AND SBA GOODWILL INDUSTRIES LAUNCH FREE COMPUTER RECYCLING SERVICE

A free drop-off program to recycle unwanted computers has been introduced by Dell Inc. and Sandusky Bay Area (SBA) Goodwill Industries Inc.

The program, called "Reconnect," will serve consumers throughout Goodwill's four-county area. It leverages Dell's resources and global recycling experience with Goodwill's donation and retail infrastructure.

Reconnect is designed to protect the environment through responsible recycling or reuse of computer equipment, and provides residents a convenient way to support a local nonprofit organization.

Its goals are to divert nearly 100,000 pounds of used computers and computer equipment from area landfills over the next year, provide consumer education on the importance of environmentally responsible computer disposal, and reinvest in communities through job-training efforts.

Another major benefit is money realized through the recycling will be used by Goodwill to help fund its training and employment programs for the disabled and disadvantaged in Erie, Huron, Ottawa and Sandusky counties.

Old computers and computer equipment can be dropped off at SBA Goodwill's stores in Bellevue, Fremont, Huron, Norwalk, Port Clinton, Sandusky and Willard. Their addresses can be found on these Web sites: "www.reconnectpartnership.com" and "www.sbagoodwill.org."

Goodwill will accept and sort the donated computer equipment and Dell's product recovery partner will recycle and remarket the recycled materials, such as plastics, glass and metals. Donors will be responsible for removing data from hard drives and other storage media before dropping off their equipment. Goodwill also provides receipts for donations.

Robert Talcott Jr., SBA Goodwill's president and CEO, said his agency is grateful for the partnership with Dell. "This is a real plus for our communities and the people we serve. We are excited to be working with Dell on this, and I ask others to join me in complimenting the company for what it is doing, not only here but nationally," he said.

Joe Strathmann, head of Dell's product recycling services, said his company wants to make computer recycling easy and free for consumers, and Reconnect helps make that possible.

"Reconnect is a win for consumers, a win for the environment and a win for communities, and we're glad to be joining SBA Goodwill in this endeavor," he said.

State Sen. Mark Wagoner (R-Toledo), who serves the Sandusky area, applauded the

program, stating, "At a time when Ohioans are looking for ways to reduce their impact on the environment and preserve it for future generations, the Reconnect Program is providing a unique opportunity to recycle old, outdated computer equipment. I personally want to offer my thanks and support to Dell and SBA Goodwill for their efforts and the launch of this innovative recycling program."

Other Goodwill-Dell Reconnect programs are under way in northwest Ohio, California, Michigan, New Jersey, North Carolina, Pennsylvania, Texas and Virginia.