



Goodwill Partners with Prudential Waterfront Properties for Franklin County's Second Annual E-Cycling Day

FOR IMMEDIATE RELEASE:

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Goodwill and Prudential Waterfront Properties, in cooperation with Franklin County, host the 2nd Annual Franklin County E-Cycling Day on Saturday, April 24th from 9AM – 1PM. The event will provide Franklin County residents with an environmentally friendly and convenient recycling and donating option at the Rocky Mount Goodwill store, 1045 North Main Street, and at Prudential Waterfront Properties located at 13247 Booker T. Washington (corner of Intersection Rt. 122 and Rt. 616). This second annual E-Cycling event will focus on the recycling of computer equipment, small appliances, and electronics. This year, the first 30 donors at each location will also receive a free recyclable bag donated by Earth Environmental and Civil.

Last year's E-Cycling Day kept over 6.6 tons of electronic waste and material out of area landfills. The goal for this year's event is to keep 7.5 tons of material out of area landfills from this one half-day collection.

This initiative is an extension of a Goodwill partnership with Dell Computers and an effort to increase awareness of recycling and green initiatives throughout the Franklin County area. Since October 2008, through the Dell RECONNECT™ partnership, computers and computer related hardware are accepted at Goodwill stores and donation centers. The computer equipment is responsibly recycled by Dell with proceeds benefiting Goodwill job training and placement programs.

Acceptable items for the E-Cycling Event include, but are not limited to:

- *Computer Equipment:* (any brand, any condition) monitors, keyboards, CPUs, printers, scanners, fax machines, printer cartridges, computer cords and any related computer equipment. It is recommended that donors remove all data from hard drives and other storage media before donating to Goodwill.
- *Small Appliances:* toasters, microwaves, blenders, coffee makers, mixers, vacuums, food processors.
- *Electronics:* Clocks, radios, cell phones, PDAs.

In fiscal 2008-2009, Goodwill kept over 11 million pounds of refuse out of local landfills throughout the 31 county, 14 city territory served in Virginia. Through successful salvage efforts, the organization works diligently to see that the community's castoffs do not come back to harm the environment. The revenues generated through salvage operations support Goodwill programs which train individuals and help place them in competitive, community employment.

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through

work and independence. In 2009 Goodwill served over 32,000 people and placed 664 into competitive community employment.

For over twenty years, Prudential Waterfront Properties markets real estate throughout Smith Mountain Lake and the surrounding areas. As members of the Multiple Listing Service, Prudential Waterfront Properties REALTORS® are able to assist buyers and sellers with all listed properties in a variety of price ranges and locations throughout the lake and surrounding areas. Prudential Waterfront Properties REALTORS® are consistent leaders in sales as well as customer and client service. www.smithmtnlake.com.

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