



News Release

For more information, contact:
Kerry Hibbs, AT&T
Office: (512) 870-2005
Mobile: (512) 934-0713
E-mail: khibbs@att.com

AT&T, STATE DEPT. OF ENVIRONMENTAL QUALITY, ARIZONA RECYCLING COALITION ENCOURAGE CONSUMERS TO RECYCLE CELL PHONES

Phones may be dropped off at 36 AT&T retail stores statewide

PHOENIX, Ariz., Dec. 14, 2009 – Joining forces with the Arizona Department of Environmental Quality and the Arizona Recycling Coalition, AT&T* today called on consumers to help the environment by recycling old cell phones when “trading up” over the holidays.

“For anyone who is buying a new cell phone as a holiday gift, this is a great time of the year to give the environment an extra boost by recycling your old cell phone. Don’t just throw it in the trash heap. Help fight electronic waste by recycling your old phone,” said Jerry Fuentes, president of AT&T Arizona-New Mexico.

In 2008, AT&T reused and recycled an estimated 4.5 million phones and more than 1.3 million pounds of accessories and batteries, an increase from 2007 of 15 percent for phones and 43 percent for accessories. AT&T expects to collect 14 million wireless devices by the end of 2011, the environmental equivalent of keeping more than 290 tons of primary materials and more than 13 tons of toxic waste out of landfills.

AT&T also partners with Cell Phones for Soldiers, a nonprofit organization that uses funds from recycled cell phones to buy prepaid phone cards for active duty military members. In its second year of working with the charity, July 2008 to July 2009, the program generated enough proceeds to send more than 350,000 prepaid cards to the troops. AT&T hopes to provide about \$1 million in recycling proceeds through 2010.

Consumers can drop off their old phones at over 2,000 AT&T retail stores nationwide, including all 36 stores throughout Arizona, noted Fuentes. Phoenix area locations include Tempe, Glendale, Scottsdale, Paradise Valley, Chandler, Gilbert, Ahwatukee and Peoria. Stores are also located in Tucson, Yuma, Flagstaff and Casa Grande. Consumers may also request free prepaid mailing envelopes online at www.att.com/recycle and mail their old phones and accessories from home.

“Holiday shopping and responsible recycling go hand-in-hand, particularly when cell phones and other electronic waste becomes a pressing issue in Arizona and the nation,” said Arizona Department of Environmental Quality Director Benjamin H. Grumbles. “I commend AT&T for making it easy to be green during the holidays and emphasizing the three R’s – reduce, re-use and recycle – year-round to keep waste in its place and our homeland clean and clutter-free.”

The Arizona Recycling Association (AzRC) has promoted responsible disposal of electronics (televisions, computers, cell phones) for over 20 years. AzRC members urge everyone to reuse or recycle these items as they become obsolete, or when they receive new ones during the holidays and throughout the year. “Product stewardship is a vital part of addressing the issues of solid waste,” said Denette Dunn, vice chair of the AzRC. “Recycling cell phones with your retailer is a prime example of closing the loop.”

“As electronics become ever more important in our daily lives, the amount of electronic waste also grows. It is critical that we dispose of e-waste in a responsible manner. The EPA estimates that nationally less than 10 percent of retired cell phones are recycled or reused. Our goal is to make it easy for wireless users to help fight e-waste and make a positive impact on the world where we all live and work,” said Fuentes.

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