

NEWS RELEASE

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“DON’T DUMP IT . . . DONATE IT!”
GOODWILL OFFERS FREE COLLETION
OF “E-WASTE” FOR RECYCLING

PITTSBURGH, March 15, 2010 – Goodwill of Southwestern Pennsylvania is offering local communities a way to collect old computers and other electronic equipment known as “E-waste” from their residents free of charge for recycling or environmentally safe disposal.

“Our message is ‘Don’t Dump It, Donate It’,” said Michael J. Smith, President/CEO of Goodwill SWPA. “We are reaching out to communities offering to handle the collection of old computers and other electronics during their regular community pick-up days or to help create special E-waste collection days, all free or charge.” Goodwill will provide on-site trucks and donation receipts for the collection of E-waste donations or place donation bins in convenient locations any time of year.

“Goodwill has a wealth of experience in computer recycling,” Mr. Smith said. “We want to share that knowledge and expertise to help communities address the growing E-waste problem and to give their residents an opportunity to get rid of old computers and other electronics for recycling or safe disposal.”

Goodwill invites communities through out its eight-county service area – Allegheny, Armstrong, Butler, Beaver, Fayette, Greene, Washington and Westmoreland – to call on Goodwill to be their E-waste donation partner. “Goodwill is the nonprofit of choice” for safe, easy, free recycling of computers and electronics,” Mr. Smith said. “We’ve been part of the community for over 90 years and a recognized leader in computer recycling since 1995.”

Goodwill’s Computer Recycling Center (CRC) processes thousands of donated computers annually, some of which are offered for sale at its “ComputerWorks of South Side” store. The CRC also conducts a major de-manufacturing operation, removing valuable components to be sold as salvage materials.

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The hard drives of all computers received by the CRC are erased to Department of Defense standards or destroyed.

Through a commercial partnership with Dell, Inc., one of the world's largest computer manufacturers, Goodwill collects donated computers and transfers selected equipment to a Dell product recovery partner to be refurbished and resold with proceeds coming back to Goodwill. Equipment that cannot be reused is disposed of in an environmentally responsible manner.

In addition to the Dell partnership, Goodwill manages a workforce development program to help welfare recipients comply with federally mandated employment guidelines as part of a joint venture with the City of Pittsburgh's Pittsburgh Partnership and the Allegheny County Department of Human Services. Under this program, welfare-to-work participants are employed by Goodwill to dismantle donated computers and related hardware into component parts for subsequent salvage or resale as refurbished computers. Other Goodwill clients also are employed in the de-manufacturing process.

"Because of our computer recycling experience, our partnership with Dell, and our workforce development and employment programs related to computer recycling, Goodwill offers the safest, most practical solution for communities and consumers who are concerned about the environmentally sound recycling of computers and other electronic items," Mr. Smith said.

For more information about partnering with Goodwill for the collection of old computers, TVs, stereo systems and other E-waste items, contact Tom Evans, Customer Service Sales Representative, at 412-390-2224 or Thomas.evans@goodwillswpa.org.

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About Goodwill (www.goodwillswpa.org)

Goodwill of Southwestern Pennsylvania is a diversified human service agency that is supported, in part, by its network of retail stores and other not-for-profit businesses. It serves all of southwestern Pennsylvania and manages several affiliate units and special-purpose entities, including Goodwill of Fayette County; Goodwill of North Central West Virginia; Goodwill Commercial Services, Inc.; Goodwill Residential Services, Inc.; and Goodwill Northside Common Ministries. Revenues from Goodwill stores and businesses help to fund job-training and employment-related programs and services. With over 900 employees, Goodwill SWPA serves about 100,000 people in various ways each year and helps about 2,000 people find jobs.