

PITCH-IN CANADA'S NATIONAL CELL PHONE COLLECTION PROGRAM

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Welcome Back!

First, **THANK YOU** to our many groups that took advantage of our spring clear out campaign by shipping in all their collected cell phones and accessories. **We are back to our "regular" shipping procedure with a minimum of 50 cell phones per box, or packing slip.**

Our top collectors for the summer months were:

- **Bertha Kennedy Catholic Community School, ST. Albert, AB**
- **Sacred Heart School, Prince George, BC**
- **Sentinel Secondary School, West Vancouver, BC**
- **Enver Creek Secondary School, Surrey, BC**
- **Netivot Ha Torah Day School, Thornhill, ON**

[Thanks to our top collectors and everyone who worked hard during the summer!](#)

Now that fall is here many cell phone retailers are offering back to school deals on new model phones. We need your continued help to keep those "old" cell phones away from the landfill, and either recycled or re-used. **Plus you receive the added benefit of \$1 per phone for your school, to go towards a charity organization or to be used to fund school trips, equipment or sports teams.**

The National Cell Phone Collection Program is a year round program, and we encourage everyone who may have let their donations boxes collect a little dust over the summer to rejuvenate their campaign. Add a reminder note listing collection box locations in with monthly newsletters, memos, or registration packages. This is a great reminder that there is still a need for collection and awareness, you may also attract new collectors!

Our top collectors recommend getting the ball rolling early on by planning your cell phone collection campaign at the beginning of your school's calendar year. Set goals as to how many cell phones you would like to collect, and strategize ways that you can reach out into your community and collect these cell phones before they are tossed into the waste basket.

Try integrating the cell phone collection program into existing school fundraisers such as bottle drives or bake sales. Add an extra paragraph to your notices, flyers, or posters including that you will be collecting used cell phones for recycling at the same time, this will help you increase your fundraising success!

Please remember that The National Cell Phone Recycling Program has two focuses collecting and recycling used cell phones to benefit our environment and our community and educating our youth to be responsible consumers and recyclers. PITCH-IN CANADA offers free educational materials to make preparing environmental activities and curriculum for your students' even easier. These teaching materials are available from our resource centre located on our website www.pitch-in.ca. If you are not already registered to enter the resource centre, please do so it is quick and easy to join, and it's free!

Visit our Resource Centre, and look for our Re-Think education package. Specifically, Chapter 5. "Reusing and Recycling" provides both instructional information and activities for your students that could be used in conjunction with The National Cell Phone Collection Program.

We look forwards to yet another successful year with The National Cell Phone Collection Program, and I encourage you to email me, misha@pitch-in.ca at anytime with your tips for other participants, or stories that can be included in future publications or promotional materials, and of course any questions you may have. Please feel free to inquire about promotional or fundraising ideas, as I am here to help you run a successful program in your community. Our volunteers, such as yourselves, and the hard work and effort that you contribute are the lifeblood of our program.

I look forwards to hearing from you!

Misha

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