

# PITCH-IN CANADA'S NATIONAL CELL PHONE COLLECTION PROGRAM

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**This e-newsletter contains IMPORTANT changes to our Program**

## Greetings to all of our Cell Phone Collection Participants!

November is here and everyone is gearing up for the Holiday season. **Did you know that cellular phones are one of the hottest gifts of the season!** Maximize your fundraising potential by asking your local cellular phone retailers to have one of your collection boxes located in their store until mid-January. Also, place articles and advertising in newsletters and memos during the months of December and January to promote the locations of your collection boxes. ***Just a reminder, please send shipments only once you have collected and filled your box with 50 cell phones.***

***Collector's Bonus:*** *The first twenty groups to mail in 150 cell phones by February 15<sup>th</sup> 2006 will receive 25 free National Cell Phone Collection Program buttons. So get your program kicking into high gear and lets divert as many cell phones from our landfills this winter as we can!*

## **PROGRAM CHANGES!**

Please read the following changes to the program carefully.

As of November 10, 2005 we can no longer accept **cell phone accessories and they can no longer be shipped** to our cell phone collection and recycling centre. Why? Many used cell phones are refurbished and shipped offshore. Unfortunately:

- **accessories such as battery chargers are often not re-usable in other countries** where electrical standards are different than that used in Canada. These items often lose functionality and cannot be easily refurbished and remanufactured.
- **many accessories can be recycled within your own municipality**. Shipping them across the country wastes energy and increases fuel emissions. We recommend you recycle extra cell phone batteries and accessories in your own community through local metal recycling or electronic hardware recycling programs.
- **the owner's manual and leather cases and belt clips are usually not suitable for reuse**. These can be recycled locally in paper, fibre and plastics recycling or curbside 'blue-box/blue-bag' recycling programs. Shipping them to us wastes energy.

**Cell phone batteries can still be collected and recycled.** The batteries can be packed and shipped using the same box as the cell phone handsets. If the handset does not include a battery it will still be accepted, and will receive the same value as a handset shipped with a battery.

**For information on where to recycle cell phone accessories within your community** we recommend calling your town, city or municipality first and if they cannot provide the information that you require, then call your provincial Recycling Council.

### **Recycling Council of BC**

Within the Lower Mainland: 604-732-9253

Throughout B.C.: 1-800-667-4321

[www.rcbc.bc.ca](http://www.rcbc.bc.ca)

### **Recycling Council of Alberta**

Throughout Alberta: 403-843-6563

[www.recycle.ab.ca](http://www.recycle.ab.ca)

### **Recycling Council of Ontario**

Throughout Ontario: 416-657-2797

[www.rco.on.ca](http://www.rco.on.ca)

**If you have any questions regarding the changes in the program please contact [Misha@pitch-in.ca](mailto:Misha@pitch-in.ca)**

Thank you for your continued efforts in promoting responsible consumer waste management, and Reducing, Reusing and Recycling within your community.

We look forwards to hearing from you with your success stories as well as your questions.

Sincerely,

Misha