



February 2009

Happy Valentines Day! The month of romance; flowers, chocolate and cell phone gifts! Lots of cell companies come out with promotional phones to go with the holidays. Valentines is a major promotional time as they make pink or decorative phones with shared plans for couples. February is a high grossing sales month for cell phone stores.

What better way to boost your collection than to encourage all those that buy new phones to recycle their old ones. A good idea in February would be to set up shop at the retailers in the mall such as chocolate stores and flower shops, as these will be the busiest stores for the first half of the month. Ask the retailers if you could have a box placed there for February. Then you could put flyers up around the mall encouraging those with old cell phones to drop them off while buying gifts for their special someone's!

A decorative box would also be more likely to draw attention to it and have the masses inquiring. Don't forget to pick up some chocolates and a valentine for your special someone while your there!