



Local Organizations Partner for Fall E.C.O. Day: An Electronics Clean Out and E-Cycling Event

FOR IMMEDIATE RELEASE:

September 1, 2011

Roanoke Natural Foods Co-op will be the site of Fall E.C.O. Day on Saturday, September 17th from 8am – 2pm in the Co-op parking lot. The event will provide area residents with an environmentally friendly and convenient recycling option at 1319 Grandin Road, Roanoke, at Grandin Village. The Electronics Clean Out Day and E-Cycling event, which is in its second year, will focus on the recycling of computer equipment, small appliances, and electronics. A convenient drive-thru donation lane will be set up for quick, convenient, and safe donation.

This collaboration between Roanoke Natural Foods Co-op, Clean Valley Council, Natural Awakenings Magazine, and Goodwill Industries[®] of the Valleys is an effort to keep computers, computer related equipment, electronics, televisions, small appliances, and more out of area landfills and help protect our environment.

Goodwill[®] will be the recipient of donations and recyclable items. Goodwill's participation in this event is an extension of a Goodwill partnership with Dell Computers, which responsibly recycles the computers and related equipment through the Dell RECONNECT[™] partnership, with proceeds benefiting Goodwill job training and employment programs. Other items collected will either be sold in local Goodwill stores or recycled responsibly with local recyclers.

Acceptable items for the Fall E.C.O. day include, but are not limited to:

- *Desktop and Laptop Computers:* any brand, any condition.
- *Computer Equipment:* (any brand, any condition) monitors, keyboards, CPUs, printers, scanners, fax machines, ink & toner cartridges, computer cords & cables, and any related computer equipment. *(It is recommended that donors remove all data from hard drives and other storage media before donating to Goodwill.)*
- *Small Appliances:* toasters, microwaves, blenders, coffee makers, mixers, vacuums, food processors.
- *Electronics:* Clocks, radios, cell phones, PDAs.

Roanoke Natural Foods Co-op— or the Co-op as it is more commonly known – provides its community with nutritious food choices and earth-friendly products. The Co-op supports sustainable environmental practices, local organic farmers, local businesses, and its surrounding community. Their products are many, their selection diverse, and their promise unwavering – that shoppers will find quality items for sale in the Co-op with no artificial colorants, preservatives, or additives. In addition to providing families with high-quality organic and natural products, the Co-op supports local efforts to preserve the integrity and health of our natural resources and community.



Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. In 2010 Goodwill served over 60,000 people and placed 1,784 into competitive community employment.

Natural Awakenings Magazine was founded in 1994 in Naples, Florida. It has grown to a family of more than 70 locally owned publications across the US and has a combined monthly readership of 3 million people. Natural Awakenings of Southwestern Virginia was founded in 2008 and quickly became the area's #1 resource for information about green, healthy and sustainable living. Natural Awakenings is printed on 100% post consumer recycled paper using soy based ink and was the first magazine in Southwestern Virginia to further reduce their environmental impact by publishing a digital version of their monthly publication. For more information, visit www.NASWVAmag.com or call 540-789-5550.

The Clean Valley Council is a non-profit organization that has served the Roanoke Valley for more than 30 years. CVC provides educational programming and citizen participation events to spread the word about litter prevention, recycling, waste stream reduction, storm water pollution prevention and protecting our natural resources. We are the go to resource for local recycling information. CVC provides educational resources and programming for the school systems, the public and local municipalities in the Cities of Roanoke and Salem, the Counties of Botetourt and Roanoke, and the Town of Vinton. We host and sponsor several valley-wide litter cleanup events and e-waste collections each year. Come out and clean up your valley with us! To find out more about our programs and events visit our website www.cleanvalley.org.

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