



## **Goodwill® Partners with Prudential Waterfront Properties and Franklin Community Bank for Franklin County's Third Annual E-Cycling Day**

**FOR IMMEDIATE RELEASE:**  
March 31, 2011

Goodwill, Prudential Waterfront Properties, and Franklin Community Bank, in cooperation with Franklin County, will host the 3rd Annual Franklin County E-Cycling Day on Saturday, April 16<sup>th</sup> from 8:30 a.m. – Noon at three locations.

This year's locations include:

- Rocky Mount Goodwill store, 1045 North Main Street
- Prudential Waterfront Properties, 13247 Booker T. Washington (corner of Intersection Rt. 122 and Rt. 616)
- Franklin Community Bank, 400 Old Franklin Turnpike, Rocky Mount

The event will once again focus on the recycling of computer equipment, small appliances, and electronics, but is even bigger and better this year. This year it has been expanded to include paper shredding at the Franklin Community Bank location in Rocky Mount, and the donation of your gently used clothing and household items at all locations. Over 10 tons of e-waste has been diverted from area Franklin County landfills in the last two years of the event.

The Franklin County E-Cycling Day is an extension of a Goodwill partnership with Dell Computers and an effort to increase awareness of recycling and green initiatives throughout the Franklin County area. Since October 2008, through the Dell RECONNECT™ partnership, computers and computer related hardware have been responsibly recycled by Dell with proceeds benefiting Goodwill job training and placement programs.

Acceptable items for the E-Cycling Event include, but are not limited to:

- *Computer Equipment:* (any brand, any condition) monitors, keyboards, CPUs, printers, scanners, fax machines, printer cartridges, computer cords, 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.
- *Paper:* Shredding is available at the bank location only.
- *Gently Used Clothing and Household Items:* Clothing for the entire family and other items such as dishes, artwork, collectibles, etc.

In 2010, Goodwill kept over 13 million pounds of material out of local landfills throughout the 31 county, 14 city territory served in Virginia. Through successful salvage efforts, the organization works diligently to see that the community's castoffs do not come back to harm the environment. The revenues generated through salvage and recycling operations support Goodwill programs, which train individuals and help place them in competitive, community employment.

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. [www.goodwillvalleys.com](http://www.goodwillvalleys.com) .

For over twenty years, Prudential Waterfront Properties markets real estate throughout Smith Mountain Lake and the surrounding areas. As members of the Multiple Listing Service, Prudential Waterfront Properties REALTORS® are able to assist buyers and sellers with all listed properties in a variety of price ranges and locations throughout the lake and surrounding areas. Prudential Waterfront Properties REALTORS® are consistent leaders in sales as well as customer and client service. [www.smithmtnlake.com](http://www.smithmtnlake.com).

Franklin Community Bank, N.A. opened its doors for business in September 2002. Part of its mission is to support through active participation the communities we serve along with providing the highest level of service to help our clients achieve financial prosperity. We invite you to visit with us at one of our 3 locations in Franklin County and you will see why “your bank is here.” <http://fcbva.com/>

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