



## Franklin County 4<sup>th</sup> Annual E-Cycling Day set for April 21st

**FOR IMMEDIATE RELEASE:**

April 2, 2012

Goodwill®, Prudential Waterfront Properties, Earth Environmental and Civil, and Franklin Community Bank, in cooperation with Franklin County, will host the 4th Annual Franklin County E-Cycling Day on Saturday, April 21st 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.

Once again the E-Cycling Day will focus on the recycling of computers, computer equipment, small appliances, and electronics. In addition, confidential on-site document destruction will be offered at the Franklin Community Bank location.

“In the past three years this event has been a very successful,” states Larry Moore, Assistant County Administrator for Franklin County. “By collecting and recycling computers, computer equipment, small appliances, and electronics, we have kept 15 tons of materials out of area landfills. This year we expect another large turnout and hope to collect record amounts of items.”

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 employment programs.

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

- *Computers and Computer Equipment of any brand in 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.
- *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 2011, Goodwill kept over 14.3 million pounds of material out of local landfills throughout the 31 county, 14 city territory 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 2011 Goodwill assisted 75,734 individuals and in this difficult employment market placed 2,111 people into jobs in the community.

For over 25 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.

**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."

**Earth Environmental and Civil, Inc.** has been providing environmental and civil engineering service throughout the region for 22 years. With large company capabilities and small company accessibility, our Engineers, Geologist, Scientists, and Planners keep our clients satisfaction as their top priority. At EEC, our emphasis lies in our ability to consistently provide quality service while effectively meeting budgets and schedules. Our experience ranges from project conceptualization through initiation to implementation and finally, the satisfaction of project completion.

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For more information, contact:

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