



**FOR IMMEDIATE RELEASE**

**Media Contacts:**

## **Cox Conserves partners with Goodwill Industries® of the Valleys to Support Responsible Electronics Recycling in Roanoke**

(ROANOKE, VA, Feb 21, 2013) – Goodwill Industries of the Valleys and Cox Communications are partnering to make electronics recycling easier for Roanoke Valley residents. Cox's national sustainability program, Cox Conserves, will promote Goodwill's donation sites in the Roanoke Valley as a safe and responsible place to donate unused computer and other electronic equipment.

“As your ‘Friend in the Digital Age,’ Cox is committed to making a difference in the communities we serve,” said Kim Stanley, Market Vice President, Roanoke Operations. “By helping the community properly recycle e-waste year-round, we provide our neighbors an environmentally-friendly and safe way to dispose of their computers, cell phones, and other electronics that may contain personal information\*.”

Throughout the year, residents can visit Goodwill's website, [www.goodwillvalleys.com](http://www.goodwillvalleys.com), which contains a list of Goodwill locations where electronics are accepted daily.

“We are excited to partner with Cox Communications to raise awareness of Goodwill's environmental initiatives that keep material out of landfills every day,” states Jim Shaver, Vice President of Marketing and Development. “Through Goodwill stores, recycling, and salvage efforts, including the Dell Reconnect program, Goodwill is able to turn unwanted electronics and computers into revenue to fund job training and employment programs right here in our community.”

New electronic devices are being unveiled faster than one can say, “reduce, reuse, recycle.” When upgrading, individuals also are faced with the question of what to do with their old devices. Unfortunately, few are choosing to recycle. According to the [U.S. Environmental Protection Agency](http://www.epa.gov), 75 percent of unwanted electronics end up in landfills. That poses a threat to the environment because electronics contain hazardous waste such as lead, mercury and cadmium. When released into the air, soil and water, the chemicals can cause health and environmental risks. Electronic devices also contain precious metals which can be recycled into new products.

Through the donation of electronics, computers, and other items to Goodwill, the community is not only helping keep material out of local landfills, but also helping provide hope to youth, adults, and seniors with disabilities, disadvantages, and those who have lost their job due to company closing or layoff and want the opportunity to get back to work. The public can donate daily at any Goodwill Store or donation location. Donations to Goodwill may be tax deductible. See a tax advisor for more information.

\*It is recommended that all personal information be removed from electronic devices, cell phones, and computers prior to donation.

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#### **About Goodwill Industries of the Valleys**

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 2012 Goodwill assisted 73,952 individuals and in this difficult employment market placed 2,327 people into jobs in our community.

#### **About Cox Communications:**

[Cox Communications](#) is a broadband communications and entertainment company, providing advanced digital video, Internet and telephone services over its own nationwide IP network. The third-largest U.S. cable TV company, Cox serves approximately 6 million residences and businesses. Cox Business is a facilities-based provider of voice, video and data solutions for commercial customers, and Cox Media is a full-service provider of national and local cable spot and new media advertising.

Cox is known for its pioneering efforts in cable telephone and commercial services, industry-leading customer care and its outstanding workplaces. For seven years, Cox has been recognized as the top operator for women by Women in Cable Telecommunications; for seven years, Cox has ranked among DiversityInc's Top 50 Companies for Diversity. More information about Cox Communications, a wholly owned subsidiary of Cox Enterprises, is available at [www.cox.com](http://www.cox.com) and [www.coxmedia.com](http://www.coxmedia.com).

**About Cox Conserves**

Launched in 2007, [Cox Conserves](#) is the company's national sustainability program that seeks to reduce Cox Enterprises' energy consumption by embracing alternative forms of energy, conserving natural resources and inspiring eco-friendly behavior. The program engages each of the company's major subsidiaries (Cox Communications, Manheim, Cox Media Group and AutoTrader.com) and encourages Cox Enterprises' 50,000 employees and their families to engage in eco-friendly practices. Cox Communications Virginia has partnered with the USO for cell phone recycling collections, as well as hosted multiple electronic waste (e-waste) recycling events. These events have collected more than 400,000 pounds of e-waste and engaged more than 2,000 residents.