



1st Annual Franklin County E-Cycling Day Sponsored by Goodwill & Prudential Waterfront Properties Set for April 18th

FOR IMMEDIATE RELEASE:

April 1, 2009

Goodwill Industries of the Valleys and Prudential Waterfront Properties, in cooperation with Franklin County, will host the 1st Annual Franklin County E-Cycling Day on April 18th from 9am – 5pm. The public will be able to recycle their donations at two convenient locations:

- Rocky Mount Goodwill store, 1045 North Main Street
- Prudential Waterfront Properties, 13247 Booker T. Washington (Intersection Rt. 122 and Rt. 616 – at spotlight).

This E-Cycling event will focus on the recycling of computer equipment, small appliances, and electronics, all of which Goodwill accepts everyday at their retail stores and donation centers. The event is a way to increase awareness and knowledge of recycling and green initiatives throughout the Franklin County area.

The Franklin County E-cycling Day is an extension of the RECONNECT™ program, an alliance between Dell and Goodwill organizations nationwide. Beginning in October of 2008, Goodwill locally began offering the free computer recycling program. RECONNECT is designed to enable consumers to donate any brand of computer equipment, in any condition at Goodwill stores and donation centers. The computer equipment will be responsibly recycled by Dell with proceeds benefiting Goodwill job training and employment programs.

Items that will be recycled through the E-Cycling event include, but are not limited to:

- *Computer Equipment:* (any brand, any condition) monitors, keyboards, CPUs, printers, scanners, fax machines, 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, and food processors.
- *Electronics:* Clocks, radios, cell phones, and PDAs.

In fiscal 2007-2008, Goodwill kept over 10 million pounds of refuse 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 operations support Goodwill programs, which train individuals and help place them in 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. During the last fiscal year 90% of Goodwill revenues directly supported the training and employment programs enabling the organization to serve 10,815 individuals.

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.

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