



## DELL AND GOODWILL LAUNCH FREE COMPUTER RECYCLING SERVICE FOR VIRGINIA, WASHINGTON, D.C. METRO AREA RESIDENTS

Richmond, Va., Oct. 9, 2008 – [Reconnect](#), a free Dell and Goodwill Industries drop-off program to recycle unwanted computers, was introduced here today for residents of Virginia and the District of Columbia area. Virginia is the third U.S. state to implement a statewide Reconnect program.

- Reconnect offers consumers free recycling for any brand of computer equipment in any condition. Consumers can find a drop-off location at [www.reconnectpartnership.com](http://www.reconnectpartnership.com).
- Each of the seven members of the Virginia Goodwill Network is participating, with the combined territories covering Virginia and the Washington, D.C. metro area.
- Program goals are to divert over 2.7 million pounds of used computers and computer equipment from area landfills over the next year; and provide consumer education on the importance of environmentally-responsible computer disposal. Reconnect can also help create job opportunities for individuals who have barriers to employment or independence.
- Consumers can drop off used computers at any of 134 Goodwill donation centers across the region. Goodwill will accept and sort the donated computer equipment and Dell's product recovery partner will recycle and remarket the recycled materials. Consumers are responsible for removing data from hard drives and other storage media before donating to Goodwill. Consumers can also request a Goodwill receipt at time of donation.
- Other Reconnect programs currently exist in [Austin, Texas](#) (15 counties in Central Texas), [San Francisco](#) (Marin, San Francisco and San Mateo counties), [San Antonio](#) (23 counties in Central and South Texas), [Houston](#) (15 counties), [North Carolina](#) (49 counties), [San Diego County](#), [Pittsburgh](#), the [State of New Jersey](#) and [City of Philadelphia](#), [Northwest Ohio](#), [Western New York State](#), the [greater Rochester area](#), and throughout the state of [Michigan](#). With today's launch Reconnect offers 567 drop-off locations for free computer recycling to consumers in several U.S. markets.
- Dell provides consumers worldwide [free computer recycling](#). [In 2007 the company collected 102 million pounds of IT equipment from customers](#), a 20 percent increase over 2006.

Virginia Secretary of Natural Resources L. Preston Bryant, Jr. said, "Virginia always wants to lead the way in protecting natural resources, building a strong technology sector and serving our

citizens. I applaud the work of Dell and Goodwill in bringing free and convenient recycling to millions of Virginia residents through Reconnect, which will protect our environment and support Goodwill's job creation mission."

"The Virginia Goodwill Network is very excited about partnering with Dell on the Reconnect Program. Not only will it help generate significant funding in support of Goodwill's workforce development mission, but it will also put Goodwill in the forefront of statewide initiatives to improve our environment," said Craig Maclean, the Acting Chair of the Virginia Goodwill Network. "We applaud Dell on their efforts to help keep our planet clean and safe."

"Dell wants to make computer recycling easy, convenient and free for any consumer, and Reconnect is an important program that helps make that possible," said Joe Strathmann, head of product recycling services for Dell. "This program is a win on all fronts; it benefits the environment, the community and consumers."

Goodwill Industries of the Valleys, a United Way organization headquartered in Roanoke, serves 14 cities and 31 counties throughout the Shenandoah Valley, central and southwest Virginia. Its mission is to help people and families in our community achieve a better life through work and independence. Last fiscal year Goodwill Industries of the Valleys served 10,815 individuals.

The Virginia Goodwill Network is a coalition of Goodwill agencies throughout the commonwealth of Virginia that provide job training and supportive services to people faced with barriers to employment.

Dell is the only major computer manufacturer providing [free computer recycling](#) to consumers worldwide.

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<b>Contact Information: Media Contacts</b>			
Bryant Hilton	Dell	(512) 633-7527	bryant_hilton@dell.com
Kelly Sandridge	Goodwill	(540) 581-0620 x 107	ksandridge@goodwillvalleys.com

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