

The Active Consumer

Dial Up A New Use For Your Old Cell Phone

(NAPSA)—Old cell phones don't have to just fade away. They can be put to good uses.

For example, one well-known wireless company encourages consumers to bring unwanted cell phones, batteries, and accessories to any of its stores. Equipment is reused or recycled whenever possible and, barring that, disposed of in an environmentally friendly way.

AT&T Wireless donates phones that can be refurbished to groups that respond to emergency situations, such as the American Red Cross. Proceeds from recycled phones are donated to Keep America Beautiful, a nationally known non-profit environmental organization.

"It doesn't matter which wireless carrier you use or which company manufactured the equipment—we're happy to accept it," said Wally Hyer, vice president of AT&T Wireless. "We can even arrange to pick up unwanted cell phone equipment from businesses."

According to Gail Cunningham, vice president of Keep America Beautiful, the proceeds help fund activities, including the Great American Cleanup. This is an annual event in which volunteers nationwide engage in community improvement activities.

"We hope this gives the public

Proceeds from recycled wireless phones are donated to Keep America Beautiful, a national non-profit organization. Refurbished wireless phones are donated to groups that respond to emergency situations, such as the Red Cross. 

one more reason to recycle old cell phones," Cunningham added.

AT&T Wireless is also the first wireless carrier to participate in the U.S. Environmental Protection Agency's Plug-In To e-Cycling campaign, an effort to increase the national recycling rate.

"AT&T Wireless deserves a lot of credit for its leadership in furthering mobile phone reuse and recycling," noted Marianne Horinko, assistant administrator of EPA's Office of Solid Waste & Emergency Response. "But ultimately it's up to cell phone users to take advantage of programs like this, which make recycling easy."

To learn more about how to give your cell phone a new lease on life as part of AT&T Wireless' tax deductible recycling program, visit www.attwireless.com.