



FOR IMMEDIATE RELEASE
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FREE Television and Electronics Recycling Event **Saturday, January 31, 2009**

Charlottesville, December 30 – In anticipation of the switch to digital TV signals on February 17, 2009, The Charlottesville Community Design Center, Crutchfield, The City of Charlottesville, Albemarle County, Thomas Jefferson Planning District Commission, Rivanna Solid Waste Authority, Papa Johns Pizza, and UVA Recycling are partnering to host a FREE Television and Electronics Recycling Event. The event will be held rain or shine from **9am to 3pm on Saturday, January 31, 2009 in front of Crutchfield at the Rio Hill Shopping Center** (snow date Saturday February 7th).

Charlottesville Mayor Dave Norris encourages citizens to hold on to any old TVs, computer monitors or electronics that may have been replaced around the holidays to take advantage of this opportunity. “This is a great example of how area businesses, nonprofits and government can cooperate to help people do the right thing.” AERC Recycling, out of Richmond will process the electronics here in the U.S. compliant with all federal, state, and local regulations. AERC Recycling has signed the E-Stewards pledge to abide by the e-waste recycling guidelines of the Basel Action Network, currently the highest standard.

Electronic waste is a growing problem in the United States and around the world. The EPA estimates that in 2007 over 26 million televisions were discarded by Americans, and, surprisingly, an estimated 99 million old televisions are stockpiled or stored in people’s homes. Once the digital conversion takes place, many of those televisions will have little value. The average television contains over 6 pounds of toxic materials.

Kristel Riddervold, Environmental Administrator for the City of Charlottesville stated, “We’re excited to sponsor this important recycling event. Most people don’t realize that televisions contain several pounds of toxic materials like lead, mercury and cadmium. Diverting electronic waste from our landfills is another important step in reducing pollution in our community.”

“Crutchfield is proud to offer the region’s only year-round electronics recycling place,” said Jude DeFrank, Crutchfield’s recycling spokesperson, “and we’re happy to cosponsor this free event in advance of the switch to digital TV.”

Bruce Edmonds, Recycling Operations Manager with Rivanna Solid Waste Authority encouraged the public to participate, "At 34 tons (68,000 pounds), Charlottesville holds the unofficial state record for recycling electronics in one day. This was set in 2006. I hope we can break that record and I encourage everyone to take advantage of this free event."

The event is free, no strings attached. It does not matter where you live, all are welcome.

See attached list of acceptable and unacceptable items for this event.

The websites of the sponsoring organizations:

[Albemarle County](#)

[AERC Recycling](#)

[Charlottesville Community Design Center](#)

[City Of Charlottesville](#)

[Crutchfield](#)

[Papa Johns Pizza](#)

[Rivanna Solid Waste Authority](#)

[Thomas Jefferson Planning District Commission](#)

[University of Virginia Recycling](#)

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