

FOR IMMEDIATE RELEASE

**Community Electronics Recycling Event Becomes NYC Tradition**  
**Tekserve and the Lower East Side Ecology Center Help New Yorkers Recycle Tons of eWaste**



Since 2007, Tekserve and the Lower East Side Ecology Center (LESEC) have been teaming up to host public, free-of-charge recycling drives in front of Tekserve's store in New York City. The event has grown exponentially since the original one, drawing folks and their eWaste from far beyond Tekserve's Chelsea store. At the last event alone, over 1,000 people brought nearly 25 tons of recyclable material. What started as an event to help the community and environment has grown into something much larger.

Sponsored collection events like these are one of the easiest ways for New Yorkers to properly dispose of their old electronic gear and gadgets, which contain hazardous materials such as lead, cadmium, and mercury. These events keep such materials out of landfills and are especially important since NYC currently offers no eWaste drop-off program of its own.

**The next Tekserve/LESEC-sponsored eWaste recycling drive will be held on Saturday, April 10th, 2010 from 10am to 4pm. Get into the spirit of spring by properly disposing of the old electronics taking up space in your home. The collection point will be at 119 West 23rd Street, just off of Sixth Avenue, in front of Tekserve's retail store.**

Recyclable items include: computers, monitors, fax machines, copiers, DVD/VCR players, radios, telephones, cell phones, televisions, cameras, and stereo equipment. Unfortunately, Tekserve and the LESEC cannot accept home appliances, such as microwaves, stoves, refrigerators, and air conditioners, nor can they accept drop-offs from businesses.

Anyone bringing electronics to be recycled can register for a Tekserve raffle to win a new Apple MacBook. Plus, all participants in the event will receive a \$25 coupon, good towards any Mac or iPod (excluding iPod shuffle) from Tekserve until May 10th, 2010.

For more information, including video footage from the last event, visit [tekserve.com/recycling](http://tekserve.com/recycling).

Tekserve is New York's largest independent Apple store and service facility. Tekserve has been serving the local New York City community for over 20 years, offering the newest family of Macs and iPods, plus the City's best selection of accessories, cases, bags, and gear. Tekserve also offers while-you-wait configuration, service and repairs, software, professional audio, video, and graphic solutions, rentals, seminars, training, data recovery, on-site service, and plain ol' good advice. For more information visit [www.tekserve.com](http://www.tekserve.com) or call 212 929-3645.

The Lower East Side Ecology Center has been active in educating and promoting environmental initiatives since 1987. For more information on what LESEC does and how you can be involved, call 212 477-4022 or visit their website at [www.lesecologycenter.org](http://www.lesecologycenter.org).



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