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## **The Lower East Side Ecology Center and Tekserve team up for “After the Holidays” E-waste Recycling Events**

**New York, NY (December 21, 2010)** – Beginning January 2<sup>nd</sup> and running through January 23<sup>rd</sup>, the Lower East Side Ecology Center and Tekserve, New York’s largest independent Apple store and service facility, are co-sponsoring a total of ten “After the Holidays” electronic waste recycling events. The events will take place rain, snow or shine in Manhattan, Brooklyn, Queens, and the Bronx and will kick off at Union Square on January 2<sup>nd</sup> from 10am to 4pm.

Since 2003, the Ecology Center has collected more than 1.6 million pounds of unwanted and broken electronics from thousands of New Yorkers. Any type of working and non-working computers, monitors, printers, scanners, keyboards, mice, cables, TVs, VCRs, DVD players, phones, audio/visual equipment, cell phones and PDAs will be accepted from households, small businesses and not-for-profits.

To enhance their e-waste recycling experience, participants can enter a raffle for an Apple MacBook Air, compliments of Tekserve. All recyclers will also receive three special offers from Tekserve: (1) a coupon for \$25 off a Mac, iPad, or iPod (except iPod shuffle), (2) an exclusive discount on an eco-friendly 23-inch LCD from Samsung, and (3) a coupon for the iconic “I Recycle NY” t-shirt, free with purchase at Tekserve.

Through January, Tekserve will also be displaying its growing selection of eco-friendly and power-saving products at their store on 23<sup>rd</sup> St. and 6<sup>th</sup> Ave. in Manhattan.

“Electronic waste is a very serious environmental issue, both because of toxic materials it contains and because of the lack of options for safe disposal of this equipment,” said Lower East Side Ecology Center executive director Christine Datz-Romero. “That’s why we make sure that the recyclers we work with guarantee that all of the material we collect is safely recycled in the United States, instead of being exported to the developing world or incinerated stateside.”

Beginning in 2007, the Ecology Center and Tekserve started partnering to offer seasonal e-waste collection events. “We are very excited to be able to kick off the New Year with the largest electronic waste recycling drive in our history,” said Tekserve project manager August Guyot. “Spanning across 4 boroughs in New York City in a month-long series, these events enable us to help new customers, empowering recyclers with the opportunity to play a significant role in this very important initiative where they can really help make a difference.”

For a full listing of drop-off locations, plus interviews and video footage from previous events, please visit: <http://www.tekserve.com/recycling>

New York State passed electronic waste legislation in May 2010 to ensure that opportunities for recycling unwanted electronics are available. Beginning in April 2011, manufacturers of electronic equipment will be required to offer free recycling programs for residents, small businesses and not-for-profits, and by January 1<sup>st</sup>, 2015 it will be illegal in New York State to dispose of electronics in the regular trash.

The Lower East Side Ecology Center is developing permanent drop-off locations that will include a reuse program, job training opportunities, and affordably priced refurbished electronics. The Lower East Side Ecology Center works toward a sustainable NYC by offering community-based recycling and composting programs, developing stewardship of green space, and increasing community awareness, involvement and youth development through environmental education program. For more information, visit [lesecologycenter.org](http://lesecologycenter.org) or call (212) 477-4022.

Tekserve is New York's largest independent Apple store and service facility, “For All Things Apple—Only in New York. Only on 23rd.” Tekserve has been serving the local New York City community for over 20 years, offering the newest family of Macs, iPods, the iPad, 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.