

Madison Area Residents Recycle Record Number of Electronics Saturday

The semi-annual Recycling Round-up for computers, televisions, and consumer electronics, hosted by the City of Madison, Dane County, the Madison PC Users Group, and Cascade Asset Management last Saturday, April 21st, received 130,376 pounds of computer equipment, television and cell phones. More than 1,380 households from the area participated.

Some dropped off equipment is in working condition and will be refurbished and reused. The vast majority of the equipment will be recycled by Cascade, Wisconsin's premier IT Asset Management service. Cascade's Safe and Sound® process for secure destruction of information on computer equipment will ensure all personal data on equipment dropped off on Saturday is safely removed.

Cascade was joined by numerous sponsors and volunteers, including Best Buy which provided \$1,500 worth of gift cards to individuals bringing in TVs. The City of Madison provided the facility, staff, and advertising dollars to promote the event. Dane County and the Madison PC Users group offered hard working volunteers to assist participants.

Here are some numbers from the event:

- § Number of Households participating: Over 1,380 households
- § Total Weight of all items Received: more than 130,376 lbs.
- § Total number of monitors and laptop computers: 1,632
- § Total number of televisions: 259
- § Number of cars unloaded per minute: 5.75
- § Amount of lead kept out of landfills because of Saturday's event: >6,800 lbs.

This is the fifteenth time Cascade has hosted a computer recycling event for households. In the past seven years, more than 938,506 pounds of consumer electronics were collected from the public and recycled. Because computer equipment contains hazardous materials such as lead, mercury and cadmium, it is important to keep these items out of landfills.

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The next collection day for the Madison area will be in November, 2007. Cascade also accepts items from businesses for recycling throughout the year. More information is available at its Web site: www.cascade-assets.com or by calling 222-4800.

About Cascade

Cascade Asset Management is an ISO 14001 registered company providing full service IT technology asset retirement solutions with its Safe and Sound® process since 1999. It is a Certified Electronics Recycler from International Association of Electronics Recyclers. Cascade serves Fortune 500 companies, municipalities, and more than 900 other regional businesses. For more information about Cascade, please visit www.cascade-assets.com or (888) 222-8399.