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## **New Recycling Program Benefits Community**

AIRDRIE, ALBERTA – The City of Airdrie, along with eCycle Solutions Inc. and the Airdrie Food Bank are excited to launch a new cell phone recycling program in Airdrie called *Old Phones = New Hope* which will benefit local charities.

Starting November 1, 2011, eCycle Solutions Inc. will donate \$1 for each phone dropped off at the Eastside Recycle Depot. Proceeds from the new recycling program will benefit the Airdrie Food Bank until December 2012 when a new local charity will be chosen.

“The City of Airdrie is proud to be a part of this program and we’re happy to provide a drop-off point for residents to recycle their cell phones. I commend eCycle Solutions Inc. for their generosity in donating the funds and in ensuring phones are diverted from landfills,” says Mayor Peter Brown.

“eCycle Solutions is extremely proud to be a part of the Airdrie community since 2005,” Shawn Searle of eCycle Solutions states. “We strive to contribute positively to our community through creating employment opportunities and economic growth in addition to working with local environmental and social groups. The Old Phones = New Hope initiative demonstrates eCycle Solutions’ ongoing commitment in those areas in working with the City of Airdrie and the Airdrie Food Bank.”

“The Airdrie Food Bank is immensely grateful to be selected as the first recipient of the cell phone recycling program and appreciates the generosity of eCycle Solutions and the City of Airdrie,” says Sue Methuen of the Airdrie Food Bank. “We have witnessed a drastic increase in need for hampers, bread and extras, emergency food, school emergency shelf supplies and support for pregnant and new moms in recent years. Recycling Old Phones truly does bring us New Hope.”

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