

Computer Take Back Campaign in Austin

WHAT: The Computer Take Back Campaign, co-coordinated by GrassRoots Recycling Network and Silicon Valley Toxics Coalition, is organizing a press event to be held in Austin, TX on Monday September 9.

You are invited to join Campaign representatives at this news conference and lend your voice to the need for an equitable and sustainable solution to America's growing e-waste problem. Recyclers, public officials, advocates and increasing numbers of consumers are working for a solution; industry too must step up to the plate.

Austin, TX is the home of Dell Computer Corporation, the Campaign's corporate target for producer take back in the personal computer and consumer electronics industry.

WHO: We are inviting recyclers from across the U.S. and Canada to join us in highlighting the e-waste problem – costs borne by local governments, public health threats, complications presented for local recycling infrastructure – and supporting the Campaign's message of:

Take it Back

Make it Clean

Recycle Responsibly

We intend to demonstrate the breadth and depth of this growing movement for reform. You need not be either an enemy of Dell Computer or a formal endorser of the Campaign to join us.

WHERE: Austin Convention Center; precise location to be determined

WHEN: 11:00 a.m., immediately following the Opening Session and Keynote address

WHY: The Computer Take Back Campaign is a growing national network of organizations, associations and individuals pursuing regulatory and/or market-based solutions to the growing problem of discarded electronics, so-called e-waste.

The Goal of the Campaign is to protect the health and well being of electronics users, workers, and the communities where electronics are produced and discarded by requiring consumer electronics manufacturers and brand owners to take full responsibility for the life cycle of their products, through effective public policy requirements or enforceable agreements. Learn more about the Campaign at www.grrn.org/e-scrap/index.html

The Austin, TX venue offers a unique opportunity to conveniently assemble dozens of professional recyclers in Dell Computer Corporation's home town. The Campaign is targeting Dell Computer because of the company's market leadership, commitment to brand identity and customer service, and the importance of their sales model to an effective national solution.

Stay tuned for more details about this and other events and social activities planned by the Campaign and our partners in Austin. Questions or for more information, contact David Wood at 608-270-0940 or david@grrn.org