



secondwave
RECYCLING

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SecondWave Recycling Partners With MTV and DoSomething.org to Support Domestic Violence Survivors

San Diego-based company leads nationwide 'Cell Phones for Survivors' campaign encouraging teens and young adults to help others and reduce their carbon footprint by donating old cell phones; Proceeds to benefit non-profit Safety Net Project

San Diego, CA – Nov. 22, 2013 – With the holiday gift-giving season approaching, San Diegans and people across the United States are clearing out their old electronics to make way for the latest tech gear for their homes and workplaces. San Diego-based SecondWave Recycling encourages the public to recycle their old cell phones in a responsible manner and give back to charity at the same time.

Through Jan. 9, 2014, SecondWave Recycling, MTV and DoSomething.org present “Cell Phones For Survivors,” a cell phone recycling effort to raise funds for the National Network to End Domestic Violence (NNEDV) and it’s Safety Net Project. The NNEDV’s Safety Net Project is a national effort that focuses on the intersection of technology and intimate partner abuse and works to address how it impacts the safety, privacy, accessibility and civil rights of victims. SecondWave is the exclusive recycling partner in the United States for this campaign.

Here’s how the “Cell Phones for Survivors” campaign works:

1. If you have cell phones to donate, visit the SecondWave Recycling website at <http://www.secondwaverecycling.com> and click on the DoSomething graphic.
2. At the welcome screen, you will be asked to log in or create an account to begin the donation process.
3. Once you log in to your account, you will be able to print out a pre-paid mailing label to send your phones to SecondWave Recycling. (For donors with 10 or more phones, you will be sent a pre-paid FedEx shipping label within one business day.)
4. Donors send their phones to SecondWave Recycling where the phones are evaluated. Professionals at SecondWave Recycling perform a cost-analysis based on the fair market value of the phone, and donate the wholesale value of the phone to NNEDV to support their Safety Net Project.

"I feel it's incredibly important to support organizations that help domestic violence survivors, as the National Network to End Domestic Violence does," says Ryan Rubel,

founder, SecondWave Recycling. “I have a large family of which many are women and their rights and freedoms are very important to me. SecondWave Recycling is a company that works every day to make a difference in the lives of many, which is why we chose to partner with this amazing national organization.”

Currently, only 8 to 12 percent of all cell phones in the United States are recycled, which means more than 140 million phones go into landfills each year. This makes cell phones the top cause of toxic pollution in the United States. SecondWave Recycling responsibly repurposes cell phones back into the marketplace. At the same time, SecondWave provides a financial donation to a non-profit charity of the donor’s choice.

For every phone donated to SecondWave Recycling through the DoSomething.org “Cell Phones for Survivors” campaign, donors are entered to win a \$4,000 grand prize scholarship. For complete sweepstakes rules, visit www.dosomething.org/survivors.

For more information about SecondWave Recycling and their partnership with DoSomething.org and the NNEDV Safety Net Project, visit www.secondwaverecycling.com or call 866-538-3888.

SecondWave Recycling partners with organizations of all sizes and types to recycle cell phones for a good cause. To learn more about cell phone recycling and fundraising options for businesses, schools, and non-profit organizations, call SecondWave Recycling at 866-538-3888 or visit www.secondwaverecycling.com.

About SecondWave Recycling

SecondWave Recycling is an environmentally and socially responsible organization that partners with world-class non-profits to support their fundraising efforts through the collection and responsible recycling of cell phones. Started by a family that has a passion for taking care of the environment and making a difference in the community, the goal of SecondWave Recycling is to keep e-waste out of landfills, partnering with non-profits and other organizations to help in fundraising efforts through the collection and recycling of cell phones. SecondWave Recycling is located in San Diego, Calif. and provides service to businesses, schools and non-profit organizations throughout the United States. For more information, call 866-538-3888 or visit www.secondwaverecycling.com.

USEFUL LINKS FOR EDITORS

SecondWave Recycling: www.secondwaverecycling.com

NNEDV Safety Net Project: <http://nnedv.org/projects/safetynet.html>

DoSomething.org’s “Cell Phone for Survivors”: www.dosomething.org/survivors

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