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**DATE:** April 19, 2011

**FOR IMMEDIATE RELEASE**

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## **2trg Starts E-Waste Collection at New Geneva Facility on Earth Day**

2trg, an electronic waste (e-waste) recycler based in Cincinnati, OH opened a new facility in Geneva, NY this month and is kicking off free e-waste collection on Earth Day, Friday, April 22, 2011. The new facility at 122 N. Genesee Street will be open for drop-offs of unwanted electronics on Friday, April 22, 2011 from 10 a.m. – 6 p.m. After April 22, the facility will be open Monday through Friday from 8:00 a.m. – 5:00 p.m. and will accept drop-offs from 9:00 a.m. – 4:00 p.m. Drop-offs in vehicles larger than a commercial van or pick-up truck must be scheduled in advance by calling 315-759-5120.

The new 47,224 square foot Geneva facility is equipped with de-manufacturing lines to process material on-site and a state-of-the-art hard drive shredder. 2trg operates under a Zero Landfill policy; 100% of e-waste entrusted to 2trg for recycling are reintroduced into the marketplace for reuse as raw materials or finished goods. 2trg guarantees data security and can shred data-sensitive media or wipe hard drives using a Department of Defense certified sanitization solution.

2trg will accept cable and satellite receivers, computers (desktops and laptops), desktop copiers/fax machines/printers/scanners, digital converter boxes, DVD players, DVRs, electronic and video game consoles, keyboards, mice, MP3 players, servers, televisions (rear projection, LCD, plasma, CRT, and console), VCRs, and other miscellaneous electronics for free. 2trg cannot accept air conditioners, ballasts, car and household batteries, chemicals, gasoline, light bulbs, microwaves, oils, refrigerators, smoke detectors, stoves/ovens, and non-contained toner. Please call 315-759-5120 if your item is not included in this list.

The opening of the new facility coincides with both the enforcement of New York State's Electronic Equipment Recycling and Reuse Act that went into effect on April 1, 2011 and the 41<sup>st</sup> anniversary of Earth Day. 2trg hopes to increase awareness of the growing e-waste problem and promote responsible recycling. "By combining best practices in data security and



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environmental stewardship with integrity, ethical practices and a strict Zero Landfill policy, 2trg will help the electronics manufacturers and the State of New York accomplish their e-waste recycling goals for years to come,” Stuart Shaffer, chief client officer at 2trg, said.

2trg was in the process of exploring expansion options as a solution to reduce its carbon footprint and lower freight costs for customers in the northeast when Don Cass, former mayor of Geneva and general manager of 2trg’s Geneva facility, and Carol Weinstein, chief financial officer at 2trg, struck up a conversation at a wedding last spring about recycling. Mr. Cass suggested opening a facility in Geneva to improve the local economy and offer recycling services to the community. “By having this plant in Geneva, we will meet the need for a place to recycle electronic equipment as there was no place prior to 2trg moving here. 2trg will greatly help reduce the amount of trash that has been going to our two local landfills,” Mr. Cass explained. According to Mr. Shaffer, the company expects to process in excess of 500 tons of e-waste and to create 30-40 new jobs in Geneva within 12 months.

2trg is the only e-Stewards e-waste processor in the area; it has an environmental health and safety system in place, audits downstream vendors to ensure that they meet all applicable environmental and health regulations, provides tracking of hazardous e-waste, and provides assurance to cover environmental accidents and plant closures. Additionally, it does not export hazardous waste to developing countries and does not use prison labor.

2trg is a Cincinnati, OH based company that provides electronic waste (e-waste) recycling, data destruction, cabling, and technology deployment services to small businesses, schools and governments, Fortune 500 companies, value-added resellers, electronics manufacturers, other recyclers, and local residents. 2trg is an e-Steward recycler as recognized by the Basel Action Network; it does not send hazardous e-waste to landfills, incinerators, or developing countries. It is a National Women’s Business Enterprise (WBE) as certified by the Women’s Business Enterprise National Council (WBENC). 2trg is a privately owned company and employs 70 people at its Cincinnati, OH and Louisville, KY facilities. For more information on 2trg, please call 513-761-5333 or visit [www.2trg.com](http://www.2trg.com).

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