



To: All CT Municipal Customers

RE: Electronic Waste Recycling Contest

Greetings! First of all, I want to say thank you for choosing WeRecycle! to be your electronics recycling company. We are honored to serve your town and to show our excitement in working with you, we would like to introduce you to a contest that your whole town will be a part of.

The attached information outlines an e-waste collection contest that WeRecycle! is hosting. We hope that this contest brings more awareness to your collection program and therefore keeps thousands of pounds of electronics out of the landfill! The contest begins on October 1st and runs until November 8th. We wanted to see if you have any questions or comments in advance. Please read over the attached information. A packet will also be given to your recycling center contacts as well.

We look forward to seeing how your town will do! May the greenest town win!

Sincerely,

Lauren Dykes

Marketing Specialist

WeRecycle!

ldykes@werecycle.com

646-398-3358

Welcome to the “City Showdown”

Main Event: The E-waste Roundup

Which Connecticut municipality can collect the most electronics?

We are calling on YOU to help us round up ewaste and, in the process, win scholarship money for your town and a prize package for the recycling site employees!!

Details:

Who: All CT cities and towns

What: Electronics Recycling Contest...The Ewaste Roundup

When: October 1st –November 8th 2011

Where: Any recycling site or location where ewaste is collected.

Why: To increase participation at the recycling centers, keep the ewaste out of the landfill and win some cash for your town!

How: Promotional material is included in this packet and can be handed out at any municipal venues including the landfills, city buildings, recycling sites, etc.



And now for the fun...

The winners will be determined based on who collects the most electronic waste. This will be measured by pounds collected per capita over the contest period.

1st place: \$3000 scholarship prize AND 1st choice of prize packages

2nd place: \$2000 scholarship prize AND 2nd choice of prize package

3rd place: \$1000 scholarship prize AND 3rd choice of prize package

Housekeeping Prize: Most organized ewaste recycling site will receive a gift card.

PRIZE PACKAGES:

Transfer Station Makeover: Renovate your site with new appliances, furniture, heater/ac units, or other amenities that will make your site a great place to work!

Electronics Prize Package: Equip the transfer station recycling site with the latest electronic gear. This can include radio, walkie talkies, outdoor speakers, an electronic sign or other electronic gear.

Tickets Package: Six tickets to a game of your choice. This can include UCONN football, UCONN basketball, CT Whale hockey, Bridgeport Sound Tigers hockey or the Danbury Whalers hockey.

Official Contest Rules

- Contest begins on Saturday, October 1st and ends on Tuesday, November 8th 2011.
- The winner of the contest will be the municipality who collects the most electronic waste over the contest timeframe. This will be measured as total weight collected per capita.
- The total pounds per capita will be reflected on the WeRecycle! website, on the CT specific page.
- Promotional materials will be provided to each site and each site will be provided with a contact number to acquire more materials, when needed.
- Non-residential waste cannot be counted towards this contest. This contest is for resident generated electronic waste only.
- Electronic waste includes the following:
 - Desktop Computers
 - Laptops
 - Keyboards, power cords, and chargers
 - Mice or similar pointing devices
 - Small electronics, including VCRs, DVRs, DVD players, cable receivers, digital converter boxes, or game consoles
 - PDAs, portable digital music players & other personal e-devices
 - Televisions
 - Computer monitors
 - Printers
 - Fax machines and scanners
- No Freon containing items will be collected.
- Collection events count towards the total pounds collected per capita for this contest.
- Recycling totals will be tallied by WeRecycle! as equipment is received (typically within 2 days of pick up) and the winner will be announced and prizes awarded on November 15, 2011, America Recycle's Day.

WeRecycle! contest contacts are as follows:

Scheduling Contact: Pat Najarian 203-630-0344 x1010

Questions/Comments: Resa Dimino 203-213-6133

Carlos Rosado 203-907-5072

Lauren Dykes 646-398-3358