

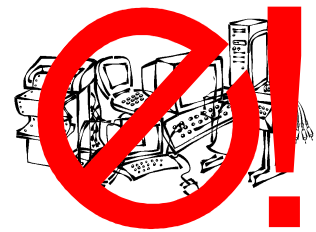
everybody wins!

COMPUTER RECYCLING PROGRAM

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everybody wins!



Computer Recycling Program

Though the inception of the **everybody wins!** Computer Recycling Program dates back a couple of years, it truly found its footing in February 2007 and has since become a force in Ottawa, as it offers the community the chance to safely dispose of end-of-life electronics. Contributing to the growth of this program, has included the recent involvement and support of municipal councillors, as they discover the timely benefits of safe e-recycling, far beyond reducing landfill waste.

As we look back we realise that the time for greater and more responsible e-stewardship is long overdue. Heartwood's response to this reality, through the **ew!** initiative is being welcomed with enthusiasm and is attracting attention locally and provincially. From details like being able to issue in-kind tax receipts for donations and internal improvements to larger and better use of storage space, to more significant opportunities like major web, media & industry presence and the program's first off-site drop-off, the journey so far has been encouraging and exciting.

- * March 23, 2007 – **CBC's (All In A Day) Adrian Harewood** speaks with Nicole Colbeck, Coordinator of **ew!**
- * March 24, 2007 – Heartwood House ~ **everybody wins!** participates in the **Glebe Enviro Fair**
- * April 21, 2007 – Heartwood House ~ **everybody wins!** participates in the **Ottawa Eco-Stewardship Fair**
- * June / July 2007 – Councillor meetings, raising awareness of **ew!**
- * September 7, 2007 – **everybody wins!** benefits from Deloitte Touche's Impact Day: HUGE storage clean-up!
- * September 15, 2007 – First off-site Drop-Off at **Grand Opening of Councillor Shad Qadri's Ward Office** (Stittsville-Kanata West)
- * September 18, 2007 – Maureen, Nicole and Ray visit **FCM Recycling in Lavaltrie QC** www.fcmrecycling.com

In 2007, we anticipate proceeds from this program at \$7500. And setting our sights towards 2007-08, working with other concerned organisations like the **Recycling Council of Ontario** and **Project Porchlight/One Change**, as well as continuing to build on our strong partnership with **RDLONG Computers**, the future holds much promise! With plans to host a high-profile **Waste Reduction Week** event in October, set up more off-site drop-offs throughout the city and initiate collection campaigns in conjunction with school boards and other institutions, the sky's the limit for **everybody wins!** and as a result, *everybody truly does win!*

Nicole Colbeck
Marketing Coordinator



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in partnership with
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