



**Small Dog  
Electronics**  
*Always By Your Side*

**FOR IMMEDIATE RELEASE**

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## **VERMONT COMPANY LEADS NATION IN E-CYCLING EVENT**

**—Small Dog Electronics Collects Over 125 Tons of eWaste  
During Annual Earth Day Event—**

**SOUTH BURLINGTON, VT**—Early estimates indicate that Vermont based online Apple retailer, **Small Dog Electronics recycled over 125 tons of ewaste at their annual Earth Day eWaste Event this year**, and it didn't cost the public a dime.

During last year's event, Small Dog Electronics aimed to collect ten tons of ewaste; instead they collected over 50 (that's 100,000 lbs, or six full-grown elephants-worth). This year, Small Dog set a goal to collect 100 tons, twice as much ewaste as last year. After hauling away more than 125 tons and nearly tripling last year's amount, Small Dog proved they really know how to clean up.

According to recent news reports, Small Dog's event resulted in more recycling than similar events held nationwide, despite Vermont's smaller population. New York City reported 50 tons of ewaste collected at their event, Louisburg collected 9 tons, and Knoxville collected 61.6 tons.

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The Earth Day E-Waste Event is part of the company's mission of social and environmental responsibility. "We have to find the best way to recycle what we sell and educate our customers about it. Although manufacturing processes are improving, computers, monitors and other equipment have some hazardous contents like cadmium, mercury and chromium that can leach into the soil and contaminate groundwater," says Don Mayer, co-owner and founder of Small Dog Electronics.

Small Dog recycles ewaste safely and responsibly all year-round for about 25 cents per pound, a standard fee. That means the public saved over **\$62,500 in ewaste recycling costs during this year's event**. But it wouldn't have been possible without the help of Small Dog's partners, Seventh Generation, Ben & Jerry's, Green Mountain Coffee Roasters (GMCR), Chittenden Bank, and Chittenden Solid Waste District (CSWD).

For more information about the event, and to learn more about ewaste, and what makes it so detrimental to the environment, visit [www.smalldog.com/ewaste](http://www.smalldog.com/ewaste).

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Small Dog Electronics, New England's top Apple Specialist and reseller and the third largest Apple specialist in the US, was founded 1995 by the father and son team of Don and Hapy Meyer. Small Dog is a socially and environmentally responsible company and employer.

For more information about Small Dog Electronics, and its product line of Apple computers, peripherals, iPods, software, and printers, visit their website at [www.smalldog.com](http://www.smalldog.com).

**MEDIA NOTE:** Photos of the event and interviews with Don Mayer are available by contacting Nicole Ravlin at [Nicole@peoplemakinggood.com](mailto:Nicole@peoplemakinggood.com) or (802) 863-3929 ext 103.