



**FOR IMMEDIATE RELEASE**

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**Small Dog Electronics Collects 30 Tons of e-Waste During September 24 Recycling Event**

**SOUTH BURLINGTON, VT—Apple specialist Small Dog Electronics recycled an estimated 30 tons of e-Waste at its annual recycling event in South Burlington on Saturday, September 24.**

More than 400 vehicles filled with old TVs, computers and electronic peripherals lined up at Ben & Jerry's corporate office on Saturday to recycle old electronics for free. All of the electronics collected will be safely and responsibly recycled by WeRecycle! in their two processing plants in Connecticut and New York. The recycling event is part of Small Dog's commitment to having a net positive impact on the environment by recycling a greater volume of electronic equipment than they sell.

Don Mayer, CEO of Small Dog, notes that the event yielded less waste than prior events. "It was a bit slower than those we've had in years

past, and I suspect it's due to the recent change to Vermont law which mandates free e-Waste recycling at waste transfer stations and dumps. Over the years, too, we've recycled so much waste, that we may be getting to the end of the backlog in the Chittenden County area." Mayer also pointed out that Small Dog now recycles e-Waste safely and responsibly all year-round, for free, at any of its retail locations in Vermont and New Hampshire.

During the event, Small Dog Electronics' staff collected donations to benefit flood relief efforts across Vermont. Recyclers donated more than \$450.

For more information about Small Dog Electronics, and to learn more about what makes improperly discarded e-Waste detrimental to the environment, visit <http://www.smalldog.com/ewaste>.

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#### **About Small Dog Electronics**

Small Dog Electronics, New England's top Apple Specialist and reseller and a leading Apple Specialist in the US, was founded in 1995 by the father-and-son team of Don and Hapy Mayer. 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).