



## **FOR IMMEDIATE RELEASE**

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## **Small Dog Electronics Collects 40 Tons of eWaste & over 600 smiles at E-Waste Event**

**MANCHESTER, NH**—Early estimates indicate that Small Dog Electronics, which recently opened a flagship store in the Mall of New Hampshire, **recycled about 40 tons of e-waste from over 600 cars at their annual eWaste event**, and it didn't cost the public a dime. Cars filled with old TVs, computers and electronic peripherals lined up as early as 9:00AM outside the mall to recycle their electronics for free.

Mayor of Manchester, NH, Theodore Gatsas attended the event and was excited about the education and future opportunities for his town of Manchester. "For the first event being in Manchester, this is a great time. It's an opportunity for people to get rid of their eWaste and I think it's going to grow into a very large event here in the city." Gatsas said. "I look forward to the next event Small Dog Electronics hosts sometime in the spring so that we can make sure that everyone in the city of Manchester understands they have an opportunity to bring their eWaste somewhere at no personal cost."

Don Meyer, founder of Small Dog Electronics, has made responsible eWaste recycling an important mission for the firm: "We have to find the best way to recycle what we sell, and educate our customers and community 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. Our goal— and we've achieved this year — is to responsibly recycle more electronics than we sell."

All of the electronics collected will be responsibly disassembled and processed in the United States by WeRecycle! in one of their two processing plants in Connecticut or New York. WeRecycle! offers one of the most sophisticated and environmentally conscious e-waste recycling solutions in the world. A huge shredder breaks down all waste, and then individual components — plastics, glass, wiring, battery materials —are separated out to be recycled or disposed of safely and properly. All computer data is permanently destroyed, on site.

The eWaste event is part of Small Dog Electronics' mission of social and environmental responsibility. Small Dog recycles e-waste safely and responsibly all year-round for about 35 cents per pound, a standard fee. Each car that passed through the eWaste drop-off line received a \$5 prepaid gift card, redeemable at Small Dog Electronics in the Mall of New Hampshire with a random and very lucky \$1,000 prepaid card in the mix, redeemable online or in store.

For more information about the event, and to learn more about e-waste, and what makes it so detrimental to the environment, visit <http://www.smalldog.com/ewaste2010>.

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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).