

CWTA – Earth Month Challenge Registration Opens Press Release

Canadian schools challenged to recycle old cell phones to win a cash prize

Recycle My Cell is awarding up to \$1,000 in prizes for schools collecting old devices

OTTAWA, ON – March 4, 2019 – Canadian students and their families are being encouraged to celebrate Earth Day 2019 by recycling old and unwanted cell phones for the Earth Month Challenge. With families purchasing new cell phones every year, old phones are being stored away instead of being used or recycled. Statistics show that more than 60 percent of Canadians have multiple cell phones in their possession that they aren't currently using. The Earth Month Challenge gives Canadians the opportunity to raise money for their schools and prevent old or unwanted cell phones from ending up in the family junk drawer or in landfills by recycling them.

Registration for schools is now open across the country, and the challenge officially runs from April 1-30. Cell phones collected at other times of the year are ineligible for the Earth Month Challenge, but are still eligible for free recycling at a Recycle My Cell drop off location.

Official rules for the Challenge are available on RecycleMyCell.ca. All schools that collect a minimum of 20 devices will be rewarded with \$1 for every phone they collect. In addition, a grand prize of \$500 will be awarded to the top school in every province and territory. The winning school will be determined using the number of phones collected per student, based on school population. This means that schools are eligible to win a combined prize payment of up to \$1000.

The Earth Month Challenge is held by Recycle My Cell, Canada's free cell phone recycling program.

About Recycle My Cell

Recycle My Cell is Canada's national recycling program for mobile phones and accessories. The bilingual website – www.RecycleMyCell.ca and www.Recyclemoncell.ca – allows consumers to simply enter their location to find the drop-off locations closest to them where their devices will be accepted, regardless of brand or condition. The free program is run by the Canadian Wireless Telecommunications Association (CWTA), in conjunction with cellphone carriers, handset manufacturers and approved processors, who have come together to raise awareness about the importance of cellphone recycling.

About CWTA

Canadian Wireless Telecommunications Association (CWTA) is the authority on wireless issues, developments and trends in Canada. It represents companies that provide services and products across the wireless sector. Representing the industry before all levels of government and various regulatory agencies, CWTA actively promotes the industry with the goal of ensuring continued growth of the wireless sector in Canada. CWTA administers a number of initiatives on behalf of its members, including corporate social responsibility programs and the national common short codes program.