



PRESS RELEASE

FOR IMMEDIATE RELEASE:

October 20, 2011

CONTACT:

Tina Veal-Gooch
Director of Public Relations
903.794.3651 ext. 1013

**OPTIONS ACADEMIC ALTERNATIVE HIGH SCHOOL
GENERATING GREEN THROUGH DONATIONS OF OLD, UNUSED CELL PHONES**

Texarkana, TX – Student and staff at OPTIONS Academic Alternative High School are out to not only save the planet but generate some green (dollars) for their efforts.

Through a partnership with Corporate Purchasing Solutions, the school is recycling old mobile phones (working and non-working) to earn extra cash for their projects and field trips. For every phone donated, the school will receive \$2.

Current estimates show that there are more than 500 million used cell phones in the U.S. sitting in people's drawers or worse, in our landfills. It is expected that another 130 million will be added this year alone. If improperly disposed, one cell phone can pollute up to 35,000 gallons of water. Through Corporate Purchasing Solutions program, schools can earn extra cash and do their part for the environment by getting old mobile phones out of closets and kitchen drawers and into the recycling bin – for a continued eco-friendly existence.

All brands of phones are accepted. Donated phones must not be cracked; the hinge must be in working condition on a flip phone; and, the internal board of the phone must not be exposed. Smashed or partial phones will not qualify for money for the school; however it will be disposed of in a "green" way.

Through this fundraiser there is nothing to buy, only the consideration of donating your old phone. Donors can deliver their phone to the Academic Learning Center at 3201 Lincoln Avenue. Campus representatives will also be available to pick-up from any business and their employees who are interested in participating.

For more information contact Marsha Burris at 903.793.5632 ext. 1.

###