



PRESS RELEASE

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RACE TO RECYCLE
WITH OPTIONS ACADEMIC ALTERNATIVE HIGH SCHOOL

Texarkana, TX – OPTIONS Academic Alternative High School asks you to team up with them and join in the Race to Recycle.

With Motorola's help, this first-of-its kind fundraising program for all accredited K-12 schools in the U.S. allows schools to 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.

According to the U.S. Environmental Protection Agency, recycling cell phones helps the environment by saving energy and keeping useable and valuable materials out of landfills and incinerators. Cell phones are made from precious metals, copper and plastics – all of which require energy to mine and manufacture. Recycling these materials not only conserves resources, but prevents air and water pollution and greenhouse gas emissions. In fact, if all of the 100 million cell phones ready for end of life management in the U.S. are recycled, the savings would generate enough energy to power more than 18,500 U.S. households with electricity for one year.

“Our participation in the Race to Recycle program not only helps the environment but is an easy educational way to raise funds for our school,” commented Marsha Burris, Principal. “Motorola will sort and test the collected phones. Phones in good working condition will be repaired and reused. Those phones beyond repair will be recycled in an environmentally-friendly manner.”

All brands of phones are accepted and earn the school money for each intact phone. 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.

Any individual willing to donate their old phone, can deliver it 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. 4.

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