

Date: 06/10/2009



PARTNERS:

- **PARTNERSHIP FOR DOWNTOWN ST. LOUIS, PARADOWSKI CREATIVE, EVS REALTY ADVISORS and others**

OBJECTIVE:

- To create and execute an electronics-recycling event that will increase the sustainability image for downtown St. Louis businesses, working in collaboration with Partnership for Downtown St. Louis, EVS Realty Advisors, Paradowski Creative and others.
- The recycler for this event is WITS (Web Innovations & Technology Services), Missouri's largest non-profit recycler.

BACKGROUND:

- Missouri State Law prohibits traditional disposal of electronic-scrap (E-scrap) and this downtown event will give companies and its downtown citizens the opportunity to properly recycle unwanted/unused electronics that have been stored for any period of time.
- On Friday, June 12, the analog signal will disappear and the digital signal will take its place. Due to the signal modification, there will be an excess of obsolete electronics/TVs that will need to be properly disposed of.
- Citizens and company employees of Downtown St. Louis have an opportunity to support the community in a sustainable manner by legally and conveniently dropping off any and all of their unused/old electronics.
- It will be free to recycle 85% of the electronics taken at this event (cell phones, LCD laptops, zip drives, printers, pagers and cameras). There will be a cost for some electronics that require special handling due to hazardous metals. These items include computer monitors/laptops (\$5) and televisions (\$15; TV recycling costs generally vary, depending on size, and the \$15 cost is exclusive to this event only). It is an industry standard to charge for monitors and televisions.

E-CYCLE EVENT:

- The main E-Cycle Event will be Wednesday, June 24, from 7 a.m. to 6 p.m.
- **DRIVE UP, DROP-OFF LOCATIONS** are at 701 Market Street and 1300 Market Street.
- Any electronic recycling fees (TV and computer monitors/laptops only) will be collected at the DROP-OFF locations (cash, checks or credit/debit accepted).

ADDITIONAL E-CYCLE OPTIONS:

- In addition to the E-Cycle Drop-Off Event, your company or building may arrange for a pick-up at your facility during the entire week of June 22nd on any day except June 24th. There is an additional fee of \$20 for this scheduled pick-up beyond any TV/monitor charges incurred, and your company will be billed directly by WITS.
- It is recommended that any businesses with 500 items or more have them pre-palletted and wrapped.

PUBLICITY:

- Media outreach will benefit from the analog switchover and will include local network TV, local radio stations and on-site press conference.
- Banner Signage: Displayed on the 53' trailers that WITS will deliver on Tuesday, June 23 (one day prior to the event). Banners will also be displayed between the pillars of Gateway One.

SPONSORSHIP BENEFITS:

- Prominent recognition and publicity as an active corporate citizen supporting sustainable programs for the communities where they do business.
- Collaboration among Downtown businesses provides a cost-effective way to support sustainable business practices.
- For additional sponsorship information, contact CASEY SIMS: casey@paradowski.com or call (314) 584-4758.