

November 21, 2013

Support Movember by recycling electric razors, shavers and beard trimmers

Sporting a moustache this Movember? Here's another way to raise funds for cancer research and awareness.

ElectroRecycle, BC's small appliance and power tool recycling program, is donating \$5 to Movember for every electric and rechargeable razor, beard trimmer and shaver collected during the month of November, up to a maximum of \$10,000.

The *Island Return It Centre* located at 1580 Willow Street is Campbell River's local ElectroRecycle drop-off location.

"Recycling old and broken electric razors is helping cancer research and awareness, the environment and your upper lip. It's a mo-brainer," says Julie Robertson, program coordinator at ElectroRecycle.

"ElectroRecycle encourages British Columbians to make a positive impact on the environment by taking simple actions to reduce their waste," adds Laura Selanders, president of the Canadian Electrical Stewardship Association (CESA), the agency operating ElectroRecycle. *"This is one example of how people can support recycling while also helping a cause that is so important both locally and globally."*

Approximately 1,000 electric razors and trimmers are collected by ElectroRecycle each month – an estimated 18,900 to date, or 22,500 kg. With the \$10,000 goal in mind, the program is hoping to double the monthly collection rate for November.

For more information on local recycling drop-off locations for electronics and other items not accepted at the curbside, visit: www.campbellriverrecycles.ca or www.electrorecycle.ca.

###

Media Contacts:

Amber Zirnhelt, Sustainability Manager
Hilary Strath, Edelman (on behalf of ElectroRecycle)

250- 286-5742
604-648-3487
hilary.strath@edelman.com