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**FOR IMMEDIATE RELEASE**  
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## **POPULARITY OF TECHNOLOGY GIFTS INCREASES** **THE IMPORTANCE OF RESPONSIBLE RECYCLING**

San Diego, CA – December 29, 2008 -- The 2008 Deloitte Holiday Survey concluded that the most popular gifts this year would be technology-based items. For both brand names (Nintendo Wii, iPod and Xbox) and generics (televisions, lap tops, global mapping systems and cell phones), technology gifts topped shopping lists and filled shopping baskets nationwide. The vast majority of these newly purchased products will replace an older version which will be passed on to someone else, dumped, stored or recycled.

“If you have old computers, monitors, TVs or other electronic equipment to get rid of after the holidays, you can recycle it with the San Diego Futures Foundation, a 501(c)3 nonprofit organization located in the City Heights area of San Diego,” said Megan Graulich, Executive Director. “Recycling with San Diego Futures Foundation is easy, free and environmentally responsible.”

SDFF recycles computers, laptops, CD Drives, copy/fax machines and more at NO COST to corporations or individuals. For a complete list of donated items, please log onto [www.sdfutures.org](http://www.sdfutures.org). Donations are tax deductible.

**San Diego Futures Foundation**  
**RECYCLING AND SALVAGE CENTER DROP OFF LOCATION**  
**4283 EL Cajon Blvd, Suite 140**  
**San Diego, CA 92105**  
**619.269.1684 option “1”**  
**Hours: Tuesday and Thursdays, 11:30am – 4pm, or by scheduled appointment.**

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## **WHY RECYCLE?**

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“E-waste,” or electronics trash, is piling up faster than ever, according to the Environmental Protection Agency (EPA). Americans discarded 52 million computers in 2006. Factor in other forms of electronics, and the EPA estimates that the nation now dumps between 300 million and 400 million electronic items per year. In an article written by Chris Carroll, and published in the January, 2008 edition of National Geographic, Carroll estimates that “over 70 percent of discarded computers and monitors and well over 80 percent of televisions eventually end up in landfills which can leak lead, mercury, arsenic and other toxins into the ground.”

Additionally, a staggering volume of unused electronic gear sits in storage, garages and closets. This option does not contribute to landfill toxicity, but has a direct impact on the environment. When the valuable metal in electronic gear is not recycled appropriately, more metal is gleaned from the earth using far more destructive methods such as mining.

## **ABOUT SDF**

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The San Diego Futures Foundation is San Diego's premier provider of technology to the nonprofit community. SDF provides opportunities to use technology as a tool to enhance and change lives. Whether it's developing job skills, building confidence, enhancing life skills, increasing organizational capacity, improving communications, expanding access, or promoting community development, technology helps individuals and organizations achieve their goals. To that end, SDF has donated more than 20,000 computers and 18,000 hours of technical support to San Diego nonprofits, community-based organizations, schools and families. For more information, log onto <http://www.sdfutures.org/index.htm>

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