



FOURTH E-WASTE COLLECTION EVENT WEDNESDAY, January 18, 2012

January 17, 2012 (New York, NY) – Broadway continues to go green! **The Broadway Green Alliance (BGA)** is pleased to announce that the next E-Waste Collection Event will take place on Wednesday, January 18th in the walkway of the Minskoff Theatre (45th & Broadway) from 11 am to 1 pm.

E-waste, or electronic waste, refers to old electronic devices that are no longer wanted. These products contain dangerous toxins like lead and mercury that should not be thrown in with the rest of the trash, but should be reused or recycled instead. Although they are a small portion of the waste stream by volume, computers and electronics constitute the fastest growing component of the municipal waste stream and contribute at least 40% of the toxicity found in landfills. The BGA partners with the e-Steward certified company WeRecycle! to responsibly dispose of the e-waste from Broadway theatres and offices.

e-Stewards Certification is rapidly emerging as the leading global program designed to enable individuals and organizations who dispose of their old electronic equipment to easily identify recyclers that adhere to the highest standard of environmental responsibility and worker protection.

Consumers are urged to bring unwanted desktop and laptop computers, keyboards, computer speakers and mice, printers, home and cell phones, PDAs, DVDs, VCRs, TVs, LCD and Flat Panel and CRT monitors, and any dry cell batteries to be recycled, to the E-Waste Collection Event. The BGA is also able to accept cd's and jewel cases, DVD discs, and VHS tapes. Unfortunately, the BGA is unable to accept light bulbs, wet cell batteries, and household appliances.

Those planning to drop off more than one hamper full of equipment should contact bgaproduction@broadway.org no later than Tuesday, January 17th.

Last year, in two separate drives, the BGA collected over 10,000 pounds of E-Waste, with the help of various shows and theatres. Susan Sampliner, co-chair of the BGA, said, "We'd especially like to thank SL Green Realty and the Nederlander Organization for once again allowing us to use their premises for this important cause, and to thank WeRecycle! for their ongoing support and guidance in helping the BGA keep E-Waste out of landfill."

###

The Broadway Green Alliance (BGA) is an industry-wide initiative dedicated to establishing more environmentally friendly practices on the Great White Way. Theatres have adopted major recycling and energy conservation practices, such as changing marquee lighting to LED or CFL bulbs, and switching to rechargeable batteries for use in microphones and headsets. Wardrobe and housekeeping departments are using more environmentally friendly cleaning supplies, and thanks to LG, every Broadway house now uses energy-efficient washing machines. The BGA continues its outreach and public education through events such as the e-waste drives and textile collections in partnership with Wearable Collections, where clothing and textiles will be collected and recycled, and reusing 96% of the total collection. For more information please visit www.broadwaygreen.com.

Follow Broadway Green Alliance on Twitter or like the Broadway Green Alliance (BGA) page on

[Facebook.](#)

WeRecycle! LLC was founded in 2003 and specializes in the recovery, management and environmentally responsible recycling of end-of-life electronics. They also serve municipalities in the Northeast by providing permanent public collection programs and one-day public collection events. Their recycling programs help protect their clients' liability and safeguard the environment by utilizing the most advanced methods for environmentally sound recycling and electronic data security. They are an E-Steward certified company, using the most environmentally sound management and recycling methods available, keeping abreast of the latest recycling advancements, understanding environmental regulations, and adhering to globally-accepted best management practices.