



News Release

Parks, Recreation and Neighborhood Services

For Immediate Release:

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Contact:

**Vanessa Rogier, (408) 277-3065
Cell 408-406-3618**

***Get a New Cell Phone for the Holidays?
Exchange Your Old Cell Phone for Admission to Happy Hollow Park & Zoo***

San José, CA ---- Did you receive a new cellular phone for the holidays? Happy Hollow Park & Zoo would like to help you recycle your old one. Through February 29, 2008, you can receive one free admission pass to Happy Hollow in exchange for your unwanted cell phone.

The U.S. Environmental Protection Agency (EPA) estimates that 130 million cell phones are discarded each year. When dismantled, their internal metal components translate into 65,000 tons of waste. Tens of millions of old phones end up in landfills or incinerators annually, where toxics can find their way into our drinking water and air. Gregg Owens, Zoo Manager explains, “By recycling a phone, the community can feel confident they are helping protect local landfills from potentially hazardous chemicals found in cell phones and accessories such as arsenic, antimony, cadmium, cobalt, copper, lead, and zinc.”

Recycling cell phones at Happy Hollow Park & Zoo is not just about protecting landfills. “What many people don’t know is that cell phones contain coltan, a mineral extracted in the forests of the Congo in central Africa, home to endangered lowland gorillas,” explains Vanessa Rogier, Program Coordinator.

Fueled by worldwide cell phone demand, increased mining operations in the Congo have had a huge impact on wildlife. As thousands of miners have moved into the forests of the Congo, in their search for coltan, hunting pressure on gorillas, elephants and other animals has increased as well. “If cell phones are recycled, refurbished and reused,” Rogier explains, “the demand for

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coltan can be reduced, which in turn helps to slow the destruction of the Congo basin and protect the many endangered species that live there.”

All phones donated to Happy Hollow Park & Zoo are sent to ECO-Cell, a Louisville, Kentucky based cell phone recycling and fundraising company, which runs a strict ***NO LANDFILL*** program. All items received by ECO-CELL, including batteries, accessories, and cell phones with no resale value, will be recycled.

Cell phones can be dropped off daily from 10 a.m. – 4:30 p.m. in exchange for admission passes, or can be mailed to: Happy Hollow - Cell Phone Recycle Program, 1300 Senter Road, San Jose, CA 95112

Tax receipts are available upon request and there is a limit of one pass per person. Happy Hollow Park & Zoo has been collecting cell phones since 2003 and 100% of funds raised through the program are donated to the Orangutan Conservancy, protecting one of the most critically endangered species on Earth.

For more information, call Vanessa Rogier, Happy Hollow Park & Zoo Cell Phone Program Coordinator, 408-277-3065.

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