



For Immediate Release
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More Than 17,000 Pounds of eWaste Collected at the “Get Trashed at the Square” eCycling Event

BUFFALO, NEW YORK (August 18, 2010) – A recent eCycling Event held on June 29 at Lafayette Square in downtown Buffalo collected more than 17,000 pounds of recycled materials, according to the event sponsors, Shatter I.T., Western New York’s only fully staffed and commercially accessible 24/7 data center; Sunnking Recycling, experts in electronics recycling and secure destruction; and InfoTech Niagara, the information technology industry trade association of WNY.

The second annual event collected more than three times as much eWaste in 2010 than it did a year earlier. A donation from the proceeds of the event was made to the Ed-Tech Foundation of WNY, a grass roots effort to increase access and equity of technology in education, especially to under-served populations.

“Since only one out of every seven consumer electronic products is properly recycled, our goal was to give everyone working in the central business district of downtown Buffalo a convenient opportunity to dispose of their eWaste in an environmentally responsible manner,” said Peter C. Ronca, Shatter’s President and Chief Executive Officer.

“We collected hundreds of pieces, including computers (both desktop and laptop), printers, mice and keyboards, TVs, and cellular phones and pagers – most of which would have ended up in municipal landfills – thanks to excellent support from the downtown business community and all of our event partners. We are already taking steps to build on the success of this year’s event with an even larger collection of material next year,” added Mr. Ronca.

The total material recovered at the event was 6.440524 tonnes, resulting in a landfill reduction of 38.66538 cubic yards, a carbon dioxide emission reduction of 5.282212 tonnes, and energy saved of 20565.04 Kwh.

According to the event sponsors, since it requires less material to recycle old electronics than to manufacture new ones, the following was also saved by recycling: 104,940 pounds of fossil fuels, 9,504 pounds of chemicals, and 297 tons of water.

Shatter I.T., <http://www.shatterit.com>, is Western New York’s only commercial data center that is fully staffed and accessible 24/7. Shatter houses its customers’ servers and continuously monitors their systems, identifying and correcting potentially harmful problems before they occur.

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