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Public Service Announcement

FOR IMMEDIATE RELEASE – May 21, 2011

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FREE ELECTRONIC WASTE COLLECTION FUNDRAISER

Fundraiser will benefit the Nevada County Fairgrounds and help the environment

A FREE electronic waste collection fundraiser will be held from 9 am – 1 pm on Saturday, June 4, in the parking lot of Prosperity Lanes at 420 Henderson Street in Grass Valley. The collection is free and drive through service will be provided, making it even more convenient for customers. Simply pop the trunk or open the door and it will be unloaded for you!

The event is sponsored by Nevada County 4-H Cal Focus Delegates, who have partnered with California Electronic Asset Recovery (CEAR) to collect and recycle e-waste. All funds raised from the donated e-waste will benefit the Nevada County Fairgrounds.

Each year, the youth of Nevada County 4-H Cal Focus choose an action that will benefit a need in their community. This year, when the group learned that the state of California was cutting back funding for the Fairgrounds, the youth decided the best way they could help and give back is to hold an e-waste fundraising event to benefit the Fairgrounds. All of proceeds will go directly to the Nevada County Fairgrounds.

Electronic waste that will be accepted include monitors, televisions, desktop and notebook PCs, VCRs, stereo equipment, speakers, keyboards, mice, PDAs, digital cameras, zip drives, telephones, cell phones, printers, copiers, laser and multifunction scanners and fax machines, microwaves, and small household appliances (toasters, mixers & blenders, and vacuum cleaners with the dust bag removed). For optimal security, CEAR shreds all computer hard drives.

Items that will not be accepted include large household appliances (refrigerators, washers, dryers, etc.), furniture, and hazardous household waste (including batteries, car batteries, paint, pesticides, used oil, cleaning supplies, fluorescent light bulbs, tires, etc.).

CEAR, INC. is a California state approved electronic waste collector and recycler, and a proud member of the Basel Action Network's responsible e-steward recyclers. For more information about CEAR, visit www.cearinc.com.

Nevada County 4-H Cal Focus is a unique citizenship educational experience that combines hands-on participation in workshops, debates, and simulations with speakers, tours, fun activities, and the opportunity to meet individuals from across California. Cal Focus is part of the service learning Citizenship project.

For more information about the Nevada County Fairgrounds, visit their website at www.NevadaCountyFair.com.

For more information about the e-waste collection event, call Barb at (530) 392-5009 or John at (530) 913-6281

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