

# Bloomberg Businessweek

## 1-800-Recycling.com's 'My Recycle List' Wins "Best Environmental Mobile App" at Internet Advertising Competition Awards

April 12, 2011

[1-800-Recycling.com](http://1-800-Recycling.com), an interactive nationwide company dedicated to simplifying and enhancing the consumer recycling experience, has announced that its "My Recycle List" app has been named the "Best Environmental Mobile App" as part of the 2011 Internet Advertising Competition (IAC) Awards for Outstanding Achievement in Internet Marketing.

Each year, the Web Marketing Association announces the winners of its annual IAC Awards, an effort to honor excellence in online advertising and to recognize the individuals and organizations responsible for the best in Internet marketing. As part of the Awards, the Web Marketing Association also names the Best Mobile applications in several categories, each being judged using seven criteria - design, ease of use, writing, interactivity, use of technology, innovation and content. Other winners this year included HBO, Toyota, ING Direct and Tesco.

My Recycle List, this year's winner of the Award for "Best Environmental App," is a user-friendly app designed to help anyone, virtually anywhere in the country, participate in the recycling of items they would otherwise throw away. 1-800-Recycling's app is free and enables the user to quickly find recycling locations nearby that accept items the user chooses from a menu. The app enables the user to easily organize locations by adding them to a personalized list so the next time they have an item to recycle they can easily return to the location or quickly find a new one.

"Having our My Recycle List tool win the prestigious IAC Award for best environmental app is a terrific honor," said John Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), the nation's leading recycler of electronics and e-waste, and parent company of 1-800-Recycling.com. "We're excited that so many people are responding positively to our mission of democratizing the process of recycling. Anyone can be a part of the recycling process – whether you are at home or at work. Our app, like our 1-800-Recycling site and phone system, is available, free of charge, to increase accessibility to the recycling process. It used to be a challenge to figure out how and where to recycle unwanted items – now, thanks to the variety of technologies we've developed, we are literally bringing simple recycling tools to everywhere that life happens."

The My Recycle List app is designed to take the burden out of doing the right thing with unwanted junk by making it easy to accomplish recycling goals in the fewest amount of trips.

The IAC Awards are the first and only industry-based advertising award competition dedicated exclusively to online marketing. The Competition web site with a complete list of winners is located at [www.IACAward.org](http://www.IACAward.org)

1-800-Recycling.com provides users with nationwide outreach to help users find [recycling locations](#) nearest to them (every zip code in the country is covered) for whatever it is they wish to recycle.

Original URL:

[http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201104121407BIZWIRE\\_USPRX\\_BW6930-1&params=timestamp||04/12/2011%202:07%20PM%20ET||headline||1-800-Recycling.com%E2%u20AC%u2122s%20%E2%u20AC%u02DCMy%20Recycle%20List%E2%u20AC%u2122%20Wins%20%E2%u20AC%u0153Best%20Environmental%20Mobile%20App%E2%u20AC%9D%20at%20Internet%20Advertising%20Competition%20Awards||docSource||Business%20Wire||provider||ACQUIREMEDIA](http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201104121407BIZWIRE_USPRX_BW6930-1&params=timestamp||04/12/2011%202:07%20PM%20ET||headline||1-800-Recycling.com%E2%u20AC%u2122s%20%E2%u20AC%u02DCMy%20Recycle%20List%E2%u20AC%u2122%20Wins%20%E2%u20AC%u0153Best%20Environmental%20Mobile%20App%E2%u20AC%9D%20at%20Internet%20Advertising%20Competition%20Awards||docSource||Business%20Wire||provider||ACQUIREMEDIA)