



## **Electronic Recyclers International Joins with NBA for E-Waste Recycling Day**

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Electronic Recyclers International (ERI), the nation's leading recycler of electronic waste, has announced that it will join with The National Basketball Association (NBA) to provide electronic waste collection and recycling services for the first NBA All-Star E-waste Recycling Day presented by Haier at the Los Angeles Convention Center on Feb.12.

Fans dropping off their old electronics will receive tickets to Family Day (Monday, Feb. 21) at NBA All-Star Jam Session while supplies last. Jam Session will take place at the Convention Center Feb. 18 to 21.

NBA Legend Mitch Richmond will be on hand to welcome fans bringing unwanted electronic products such as computers, televisions, VCRs, stereos, copiers, and fax machines to the Convention Center Parking Lot at 1101 W. Pico Blvd.

beginning at 9:00 a.m. PST. Collection will continue through 3:00 p.m. PST. Fans can view a complete list of accepted and non- accepted items at [www.nbacares.com](http://www.nbacares.com).

"We couldn't think of a better start to what should be an exciting week for NBA fans in Los Angeles," said Electronic Recyclers International CEO John S.

Shegerian. "It is truly a pleasure for us to join forces with the NBA, Haier, and the City of Los Angeles to encourage fans to take part in making the city a better and greener place for everyone. The responsible recycling of electronics is a significant part of that because it prevents hazardous materials from making their way into our landfills." The NBA, in partnership with the Natural Resources Defense Council (NRDC), Unite For Green, and AEG, is introducing additional greening efforts to make NBA All-Star 2011 environmentally friendly and sustainable. These efforts, which include expanding recycling efforts in the arena and at Jam Session, an increased number of education programs, greater use of sustainable flatware, and eco-friendly linens to further eliminate waste and energy conservation, are an outgrowth of a sustained leaguwide commitment to environmental awareness.

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