



## KSEE-TV and Electronic Recyclers International Collect 152,000 Pounds of 'e-waste' at RecyclAthon Event

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Electronic Recyclers International (ERI), the nation's leading recycler of electronic waste, and KSEE-TV Channel 24, the Central Valley's News Station and Fresno NBC affiliate, teamed together last week to provide another free electronic waste recycling event for local Fresno residents. The fourth "RecyclAthon" event was a major success – exceeding expectations by resulting in more than 152,000 pounds of electronic waste.

The RecyclAthon event took place last Saturday at ERI's Fresno headquarters and was designed to enable consumers to drop off unwanted computer monitors, televisions and other electronic items for free while keeping potentially harmful electronic by-products out of landfills.

"When we started the whole RecyclAthon concept we felt it made sense to team with ERI here in Fresno and work to encourage people to bring their old TV sets, as well as other unwanted electronics, and dispose of them in a proper manner, while helping the environment at the same time," said Todd McWilliams, KSEE-TV's President and General Manager. "With the upcoming national digital TV transition, we realize that there will soon be a very large number of new televisions purchased and a lot of old sets with no place to go. It was very rewarding to be able to provide the community with a solution for that issue."

"It has been an honor and a privilege to be partnered with KSEE-TV once again for this successful RecyclAthon event," said John S. Shegerian, Chairman and CEO of ERI. "We take our hats off to the station's proactive efforts to rally the community to keep this e-waste out of California landfills and dispose of it properly and responsibly. That with our fourth event we are still recycling so much e-waste just shows how much of a need there is out there. I look forward to other future projects where we'll be teaming together to help the great city of Fresno get green!"