



Department of Public Works

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MEDIA ADVISORY

For Immediate Release: Monday, April 14, 2008

For Additional Information Contact: Cecilia Gilbert, Permits & Communications Manager, 286-3261 or 708-2295 (cell)

EPA Funds Electronic Scrap Event *City Residents Get Opportunity to Recycle Televisions and Electronics*

On Wednesday, April 16th at 10:45 a.m. at the City of Milwaukee's Self-Help Center, 3879 West Lincoln Avenue, Mayor Tom Barrett will announce the City's participation in the US Environmental Protection Agency's Great Lakes 2008 Earth Day Challenge to collect unwanted household electronics. Scrap electronics constitute the fastest growing segment of the municipal solid stream. Consumers typically dispose of unwanted electronics in the trash.

Milwaukee's Great Lakes 2008 Earth Day Challenge will offer City of Milwaukee residents an opportunity to recycle their old television sets. The one-day electronic scrap collection event will be held on Saturday, April 26th from 10:00 a.m. to 2:00 p.m. at the Italian Community Center South parking lot, located at 631 East Chicago.

Event partners include the U.S. Environmental Protection Agency, Keep Greater Milwaukee Beautiful, the Italian Community Center, Midwest Computer Recyclers and WISN TV.

The Milwaukee Metropolitan Sewerage District also received a grant from the U.S. Environmental Protection Agency to collect and properly dispose of unwanted medicines as a part of the Great Lakes 2008 Earth Day Challenge. The medicine collection date is Saturday, April 19th.

WHO: Mayor Tom Barrett
Bharat Mathur, Deputy Regional Administrator
U.S. Environmental Protection Agency Region 5
Kevin Schaefer, Executive Director
Milwaukee Metropolitan Sewerage District
Preston Cole, Environmental Services Superintendent
Chairman, Milwaukee Metropolitan Sewerage District

WHAT: E-Scrap Collection Kick Off

WHERE: Milwaukee Self-Help Center
3879 West Lincoln Avenue

WHEN: Wednesday, April 16, 2008
10:45 a.m.