



Viral campaign creates “Urbanminers” on Earth Day

For Immediate Release Wednesday, April 21, 2009 – Two businesses created a viral campaign when they offered to help Winnipeggers rid their homes of electronic waste on Earth Day. The South-Winnipeg office of Investors Group and Winnipeg's newest recycler, Urbanmine, have been swamped with requests to take everything from cell phones to computers to televisions when they offered to take e-waste on Earth Day, proving there is a desperate need for e-waste recycling.

For one day only homeowners can collect electronics from their homes and deliver them to The Green Team at Investor's Winnipeg South offices at 1345 Waverly between **3 p.m. and 7 p.m.** Normally there is a fee to drop off electronics, but on this day only **Urbanmine** – a metal and electronics recycling company in Winnipeg - will accept the Investors donations without charge – to celebrate Earth Day.

Speaking today at a press conference at Urbanmine (72 Rothwell Rd in Winnipeg) were:

- **Adam Chisick , Urbanmine Vice-President of Marketing**
(204.770.8338 or adam@urbanmine.ca or visit www.urbanmine.ca)
- **Mike Mitchell, Division Manager Winnipeg-South Investors**
(204.294.7124 or email mike.mitchell@investorsgroup.com)
- **College Beliveau Students Angela Cerilli-Stankevicius, Nicholas Cherlet, Christine Williams, Signe Hanson and Principal Alain Landry**
(responded to the viral campaign and brought a truck load of electronics to Urbanmine on Earth Day - 204.255.3205 or email alain.landry@lrsd.net)

For further information about recycling your electronic waste or metals you can call Urbanmine at 774-0192 or visit www.urbanmine.ca

MATERIALS THEY **CAN** ACCEPT on EARTH DAY

- Residential computers and monitors
- Cell phones
- Televisions
- Peripherals (Keyboards, Mouse, Printers, Scanners, Fax Machines, Copiers from your home.)
- Stereo Equipment, DVD/CD Players, Cell Phones, Ipods, PDA's, Consumer Electronics
- Home appliances that are metal and DO NOT contain Freon (we can accept fridges/freezers with Freon removed)

MATERIALS THEY **CAN NOT** ACCEPT ON EARTH DAY.

- Equipment from an office or workplace (like photocopiers or several office computers)
- Microwaves
- Smoke Detectors (radioactive)
- Refrigerants, Freezers (if Freon is contained in the system)