



**FOR IMMEDIATE RELEASE**  
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## **GOODWILL INDUSTRIES OF NEW MEXICO FINDS SUCCESS WITH COMPUTER RECYCLING PROGRAM**

*The Goodwill-Dell Reconnect Program offers safe disposal of 'e-waste' while supporting a good cause*

**(ALBUQUERQUE, N.M.)** — Goodwill Industries of New Mexico's computer recycling program – done in partnership with Dell – has been very successful, keeping 73,684 pounds of “e-waste” out of New Mexico's landfills in October 2010 alone. Since the program's inception in June 2009 through the end of last month, GINM has taken in over 638 tons of donated computer equipment.

Goodwill joined forces with the Dell Reconnect Program last year in this free drop-off program for consumers who want to responsibly recycle unwanted computer equipment. Consumers can drop off any brand of used equipment, in any condition, at the ten Goodwill donation centers statewide and request a donation receipt for tax purposes.

All proceeds of value recovered from the recycled computer equipment go to Goodwill Industries of New Mexico to help New Mexicans seeking to overcome barriers to employment.

The program is intended to raise awareness of the importance of responsible computer disposal, and give residents a free and convenient way to do the right thing with their unwanted computer equipment.

Previously, New Mexicans had very few options when it came to disposing their old equipment. The goal of the program is to keep used computers and computer equipment from landfills and to educate residents on the importance of proper computer recycling. While computers are safe to use, they do contain some environmentally sensitive materials. These materials can be safely removed or recycled, but only if the computers are kept out of landfills in the first place.

## **HOW TO DONATE**

Any brand of used computers and computer equipment can be brought to one of our ten retail centers around New Mexico during regular business hours:

- 5000 San Mateo NE, **Albuquerque** (Northeast Heights)
- 6636 Caminito Coors NW, **Albuquerque** (Westside)
- 3211 Coors SW – Suite E, **Albuquerque** (South Valley)
- 1108 Juan Tabo NE, **Albuquerque** (Sandia Foothills)
- 2003 Southern – Suite 113A, **Rio Rancho**
- 3060 Cerrillos, **Santa Fe**
- 2601 N. Main, **Roswell**
- 1861 Hutton, **Farmington**
- 2005 N. Prince, **Clovis**
- 1820 E. Highway 66, **Gallup**

Dell and Goodwill Industries do not accept liability for lost or confidential data or software. We would advise that those interested in donating computer equipment for recycling make sure to remove and/or backup data before they make the donation.

## **ABOUT GOODWILL INDUSTRIES OF NEW MEXICO**

Founded in 1941, Goodwill Industries of New Mexico serves thousands of New Mexicans facing barriers to employment such as learning disabilities, physical challenges, developmental disabilities, homelessness, extended absence from the workforce, felony

history, substance abuse, domestic violence, lack of work history, transportation issues and childcare issues, among others.

We offer a wide array of programs and services to individuals in the community which help them become independent and find dignity through the power of work.

Programs and services are funded by generous donations of clothes and other household items by the public, which are sold through ten retail stores across New Mexico and online.

For more information about Goodwill Industries of New Mexico or to shop online, visit [goodwillnm.org](http://goodwillnm.org).

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