



FOR IMMEDIATE RELEASE

April 15, 2011

Contact: Ryan Stark
Marketing Manager
505-881-6401 ext. 1920
rstark@goodwillnm.org

**GOODWILL AND COMCAST HOLD FREE E-WASTE AND TV
RECYCLING RALLY IN ALBUQUERQUE APRIL 30
FROM 9:30 AM TO 1 PM AT GOODWILL ON SAN MATEO**

WHAT: A free e-waste recycling rally hosted by Goodwill Industries of New Mexico and Comcast, recycling televisions, computers, computer equipment and cell phones to protect the environment and benefit Goodwill's programs and services

WHEN: Saturday, April 30, 2011, 9:30 a.m. – 1 p.m.

WHERE: Goodwill, 5000 San Mateo Blvd. NE, Albuquerque

Albuquerque, N.M. – Goodwill Industries of New Mexico and Comcast are teaming up to host a free e-waste and TV recycling rally in conjunction with Comcast Cares Day on Saturday, April 30.

The free residential recycling event will be held from 9:30 a.m. to 1 p.m. at the Goodwill location at the Goodwill location on San Mateo, just north of Montgomery Boulevard NE. Residents are invited to bring their unwanted televisions, monitors, computers and personal electronics to the free recycling event.

Residential items that will be accepted for recycling, in any condition:

- Televisions
- Computers and Monitors
- Printers
- Cell Phones

- Personal Electronics
- Small Appliances
- VCRs
- DVD Players
- Stereo Equipment

Please note: Full-size appliances will not be accepted at this recycling event.

For the second year, Comcast is providing an opportunity for residents to properly dispose of their old televisions. Many TV recyclers charge a \$15 to \$20 fee to recycle televisions because of the cost and labor involved in dismantling them and properly disposing of the toxins and other materials. For this e-waste recycling event only, Goodwill will be accepting televisions and Comcast will be covering the television recycling costs. Goodwill will be accepting all other types of gently used items during the event as well.

“We are excited to partner with Comcast for the recycling rally” said Mary Best, President and CEO of Goodwill. “This rally is a great benefit to our donors, Goodwill’s programs helping people all around New Mexico, and the environment.”

“Goodwill is a great partner for this event. We’re not only keeping hazardous waste used to manufacture computers out of our landfills, we’re helping Goodwill fund its many training programs through its participation in Dell’s national recycling program,” said Chris Dunkeson, Vice President and General Manager for Comcast in New Mexico.

Goodwill Industries of New Mexico’s computer recycling program – done in partnership with Dell – has been very successful, keeping nearly 35 tons of e-waste out of New Mexico’s landfills in 2010 alone.

April 30 marks Comcast’s tenth “Comcast Cares Day.” More than 62,000 Comcast volunteers across the country will participate in this annual day of service, which is one of the largest single days of corporate volunteer efforts in the country. Comcast Cares Day is one way that Comcast helps to power dreams and demonstrate a year-round commitment to making a difference in the communities it serves.

For more information about Comcast Cares Day, contact Eilene Vaughn-Pickrell at (505) 271-3701.

ABOUT GOODWILL INDUSTRIES OF NEW MEXICO

Founded in 1941, Goodwill Industries of New Mexico is an independently governed affiliate of Goodwill Industries International and 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.

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. Eighty-seven cents of every dollar earned from donations go directly to Goodwill's programs.

Goodwill Industries of New Mexico is online at goodwillit.org and on Facebook at facebook.com/goodwillnm.

ABOUT COMCAST CORPORATION

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the nation's leading providers of entertainment, information and communications products and services. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

#