



**Media Alert:**

## **Asset Logic™ Celebrates Earth Day with Free eCycling Event for Local Businesses**

*Remarket + Reuse + Recycle = eCycle*

### **What: eWaste Collector Hosts Free Drop-off Event for Local Businesses**

Asset Logic, a local eCycling company, is offering local businesses an opportunity to safely eCycle unused electronic equipment in a socially responsible manner. Join us in our support of the City of Emeryville's sustainability goals and EarthDay.org's Billion Acts of Green pledge board.

### **Why: Reuse is Recycling.**

Asset Logic has the facilities, technical staff, and product knowledge to refurbish your decommissioned electronics for reuse. Refurbishing used electronics for reuse extends the lives of valuable products while maximizing the energy and resources that went into making such products. Choosing a local eCycler means you are supporting a sustainable business model encouraging local economic growth, and are helping to lower carbon emissions by reducing transportation utilization.

**When:** **Earth Day 2011**  
Friday April 22, 2011  
12:00 Noon - 5:00 PM

**Where:** **1321 67<sup>th</sup> Street**  
**Emeryville, CA 94608**  
(Look for the Asset Logic banner near the large roll-up door)

**Contact:** Sarah Schloenvogt, Community Outreach Manager  
855-IT-ASSET (855-482-7738) Ext. 750  
Info@AssetLogic.com

### **Who: Asset Logic**

Asset Logic is a provider of intelligent remarketing and refurbishing services for decommissioned, end-of-life, and surplus enterprise class equipment. We help businesses maximize the return on technology assets including data center equipment, audio/ visual equipment, medical test equipment, and scientific laboratory equipment. For products evaluated to be environmentally inefficient, or unable to be remarketed successfully, we make use of our responsible recycling practices. As an eWaste collector, we are able to offer our clients complete eCycling solutions.

**Items We Accept:** IT Equipment, Data Center Equipment, Computers, Laptops & Peripherals, Medical & Audio/Visual Equipment, Consumer Electronic Devices (Televisions, Mobile Phones & More)

**Items We Do Not Accept:** Major Household Appliances, Batteries, Florescent Lights or Hazardous Waste

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