



THE EXPERIENTIAL AGENCY  
CHICAGO NEW YORK LOS ANGELES

CONSERVATION INITIATIVE  
Wireless Electronic Donation Drive  
April 1<sup>st</sup> through April 30<sup>th</sup> 2008

PROTECTING OUR EARTH

Across the world companies and individuals are no longer just thinking about the impact of waste but beginning to take action. It's up to each and every one of us to protect our planet Earth. In the spirit of being responsible global citizens, we would like to announce XA's first company-wide conservation initiative.

Throughout the month of April, in celebration of Earth Day, XA will be hosting a **Wireless Electronic Donation Drive**. In cooperation with **Recycling for Charities** (RFC), XA's fundraising efforts will benefit a local NYC charity by the name of MFTA, **Materials for the Arts** and planet Earth. Rummage through your drawers, call friends and family, get everyone you know involved! The more devices we can collect, the more water we can prevent from being contaminated and the more money RFC sends to MFTA.

Recycling for Charities is a cutting edge non-profit organization committed to protecting the environment by ensuring proper disposal of mobile phone, pager, PDA, Palm Pilot, digital camera, BlackBerry and other wireless products. Their primary goal is to keep disposal of wireless equipment, also known as "e-waste," from gathering in landfills where it can harm the environment. Cell phones and other small electronic devices contain toxins such as lead and mercury that can leak out of landfills and contaminate sources of drinking water. There are currently over 400 million idle cell phones in the US and that number grows every year with the release of new gadgets. Each of those 400 million cell phones, if not disposed of properly, can contaminate 132,000 liters of water. Together we can make a difference!  
[www.recyclingforcharities.com](http://www.recyclingforcharities.com)

Materials for the Arts, or MFTA, is a New York City program funded by the Department of Cultural Affairs, Department of Education and Department of Sanitation. Now in its 30<sup>th</sup> year, MFTA funnels over \$7 million worth of landfill-destined materials to schools, art centers and community groups each year. *Time Out New York* has called them "the invisible glue between those who create trash and those who create art." [www.mfta.org](http://www.mfta.org)

To maximize our collection efforts, we would like to set up collection bins in multiple locations throughout the area. Please join us and take action in your community by placing a collection bin at your place of business. It's simple and easy. RFC and XA will supply you with everything you need.

For more information or if you have any ideas or questions please contact Sabrina Cafuoco at [sabrina@expagency.com](mailto:sabrina@expagency.com) or 646.688.6376.



NEW YORK - 636 West 28th Street, Floor 9 New York, NY 10001  
CHICAGO (HQ) - 875 North Michigan Avenue, Suite 2626 Chicago, IL 60611  
LOS ANGELES - 110 South Fairfax Avenue, Suite 210 Los Angeles, CA 90036

P: 212.625.9191 F: 212.274.1788  
P: 312.397.9100 F: 312.573.1515  
P: 323.317.5367 F: 323.937.3500