



THE EXPERIENTIAL AGENCY
CHICAGO NEW YORK LOS ANGELES

WIRELESS ELECTRONIC DONATION DRIVE

An effort to keep our Earth free of contaminating chemicals
APRIL 1ST THRU APRIL 30TH



Recycling
for Charities
Protecting our earth while helping charities.

XA's Wireless Electronic Donation Drive is in cooperation with Recycling for Charities (RFC), benefiting Materials for the Arts (MFTA) and planet Earth.

What's this all about?

- In celebration of Earth Day and in an effort to be responsible global citizens, XA is coordinating a company-wide Wireless Electronic Donation Drive.
- There are an estimated 400 million idle cell phones sitting in junk drawers across the US. If not disposed of properly, each of those 400 million phones can contaminate 132,000 liters of water. Recycling for Charities' primary goal is to recycle this "e-waste" and prevent contamination from ever happening. Be part of the solution! For more information, visit the RFC website at www.recyclingforcharities.com.
- For each device that XA collects, RFC will donate \$1 to our selected charity, Materials for the Arts (MFTA). MFTA is a NYC charity funded by the Dept. of Cultural Affairs, Dept. of Education and the Dept. of Sanitation. MFTA prevents wanted and perfectly reusable goods from polluting our landfills. MFTA collects these items and distributes them to local artists, nonprofit organizations and NYC public schools. For more information, visit their website at www.mfta.org.

How can I participate?:

- Collect your old wireless electronic devices and drop them in collection bins between April 1st and April 30th. Collection bins are set up at the NYC and Chicago XA offices and Alice's Garden. Whether functioning or not, **RFC accepts cell phones, pdas, ipods, digital cameras, pagers and chargers**. Protect your privacy and make sure to remove any personal information from the devices before donating them.
- Spread the word...call friends, family and neighbors and ask them to empty their drawers and participate! The more devices we can collect, the more money is sent to MFTA and the more gallons of water we prevent from being contaminated.
- Start your own collection bin at your office. Contact Sabrina Cafuoco to find out how.
- Tax deductible donation receipts are available. Email Sabrina Cafuoco at Sabrina@expagency.com to obtain your receipt.

For more information about this initiative, please contact Sabrina Cafuoco at sabrina@expagency.com or 646.688.6376.

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