**<INSERT YOUR LOGO>**

**MEDIA RELEASE**

**<insert date>**

**<Your organisation> ENCOURAGED TO RECYCLE THEIR OLD MOBILES**

<Your organisation> are calling on their employees and community to recycle their old and unused mobile phones to celebrate Planet Ark’s National Recycling Week (9-14 November).

MobileMuster’s recent annual research into how many old mobiles there are in Australia found that there are more than 22.5 million old and unused mobiles phones going to waste in drawers, cupboards and garages across Australia.

“This means there are now the same number on average of old unused mobiles in a home as there are people,” commented “<organisations spokesperson>”

<Your organisation> has been working with MobileMuster to ensure that their employees can recycle their old mobiles and accessories in a safe, secure and ethical way.

“We’re calling on our employees to help us ensure these mobiles and accessories don’t end up in landfill by dropping them off at one of our local MobileMuster collection points,” said “<organisations spokesperson>”

Rose Read, Recycling Manager, MobileMuster said, by recycling with MobileMuster over 90% of the materials inside your mobile phones will be recovered and made into new items. This replaces the need to mine non-renewable resources, saves energy, avoids future greenhouse gas emissions and protects our environment.

Recycling your old mobile through <your organisation> with MobileMuster is easy and free just:

1. Drop them off at <organizations drop-off address information> or
2. Post them in using a free reply-paid recycling satchel available from any Australia Post store
3. Go to mobilemuster.com.au to find your nearest drop-off points or download a free mailing label

For more information on why and where to recycle with MobileMuster go to mobilemuster.com.au