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Arizona Builders'
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Press Release

Community outreach group helps soldiers overseas phone home

The Community Service Board of the Arizona Builders' Alliance together with Cell Phones for Soldiers recycles old phones into calling time for troops overseas

Phoenix, AZ, July 20, 2011: There will be 800 hours of conversation this year between soldiers overseas and their families due to the efforts of the Arizona Builders' Alliance Community Service Board. The group, whose previous community outreach events include a back-to-school backpack drive and a toy drive for the Phoenix Children's Hospital, joined with *Cell Phones for Soldiers* for their most recent charitable project.

Cell Phones for Soldiers is a national organization that aims to help the 150,000 troops serving overseas keep in touch with their loved ones. The ABA solicited donations of old cell phones from ABA member companies and the general public, resulting in the collection of 800 phones. The donated phones are sent to ReCellular, which pays *Cell Phones for Soldiers* for each phone, money that is used to purchase prepaid calling cards that are then sent to our troops.

The 800 donated phones will result in 48,000 minutes of free calling time. The current rates for calling the United States from Afghanistan or Iraq ranges between \$4.00 to \$7.00 per minute.

- 48,000 minutes X \$4.00 per minute in Afghanistan/Iraq = \$192,000
- 48,000 minutes X \$7.00 per minute in Afghanistan/Iraq = \$336,000

Approximately half of the phones ReCellular processes are reconditioned and resold to wholesale companies in over 40 countries around the world. Phones and components that cannot be refurbished are dismantled and recycled to reclaim materials, including:

- Gold, silver and platinum from circuit boards
- Copper wiring from phone chargers
- Nickel, iron, cadmium and lead from battery packs
- Plastic from phone cases and accessories

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About Cell Phones for Soldiers

Cell Phones for Soldiers was founded by teenagers Robbie and Brittany Bergquist from Norwell, Mass., with \$21 of their own money. Since then, the registered 501(c)(3) non-profit organization has raised millions of dollars in donations and distributed millions of prepaid calling cards to soldiers serving overseas. <http://www.cellphonesforsoldiers.com/>

About the Arizona Builders' Alliance

The Arizona Builders' Alliance (ABA) represents 350 contractors, suppliers, and professional service firms serving the needs of the commercial construction industry. Its purpose is to lead ABA members and the industry to greater productivity and profitability through management education, craft training programs, and government relations. The ABA has offices in Phoenix and Tucson, and can be found online at www.azbuilders.org

About ReCellular

With offices in the United States and Hong Kong, ReCellular Inc. is the world's leading electronics sustainability firm. We provide solutions for the collection, reuse and recycling of used personal electronics that generate financial return for our partners, quality products for our customers, funding for charity organizations, and protection of the environment. Corporate and wholesale information is available at www.ReCellular.com. Charity fundraising and consumer information, including the Cell Phone Data Eraser® tool, is available at www.wirelessrecycling.com.