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## **Recycle Your Mobile to Support Your School – Campaign Launch**

Norfolk County Council's Schools Waste Action Club is launching the Norfolk Schools' Phone Amnesty on 20 February 2006. Every school in Norfolk will receive a supply of free post envelopes to send home to parents during the fortnight beginning the 20 February.

This will enable your school to:

- Raise money for your school or for charity
- Recycle and re-use old phones

Parents should fill in the box on the envelope, which says:

*"I donate my mobile phone to .....School."*

They can then pop their old mobile phones in the envelope and send them off in the post.

For every recyclable phone that is donated to your school you will receive **£5** to buy school equipment or to donate to the charity of your choice.

The amnesty is ongoing and schools will receive regular payment twice a year, every February and September. You can view the number of phones that have been donated to your school by going to [www.recycleyourmobile.co.uk](http://www.recycleyourmobile.co.uk) and click on the "Schools Waste Action Club" icon. (This online facility will be available from the end of January 2006)



When the amnesty starts you will receive enough envelopes for every child in your school to take home. You will also receive a poster and display box of envelopes to advertise the amnesty in school and sustain the scheme in the long term. For additional envelopes at any time or if you would prefer a bin to collect phones at school please contact:

Kelly Ready  
Cellular Surplus, FREEPOST ANG20589, PO box 137, Wymondham, NR9 5BR  
[Kelly.ready@recycleyourmobile.co.uk](mailto:Kelly.ready@recycleyourmobile.co.uk)  
Tel: 01603 882800

Or alternatively  
[Steve.morris@recycleyourmobile.co.uk](mailto:Steve.morris@recycleyourmobile.co.uk)  
Tel: 01603 882800

The Phone Amnesty was piloted in Broadland District schools in November 2005, and collectively the schools raised over £5000 pounds in the first two months of the scheme. Schools in Broadland and elsewhere that have already taken part in the phone amnesty will receive their first payment at the end of February 2006.

### **What happens to all of these phones?**

The majority of them are reused in countries with emerging economies where new phones are unaffordable. Phones that aren't suitable for reuse are broken down and all components are recycled. All phones are processed by Cellular Surplus, which is a Norfolk based company. By joining the amnesty you are boosting the local economy and helping the environment at the same time.

**If you for any reason you don't wish to take part or if you require further information, please don't hesitate to contact Kelly Ready at the above address.**