



# **GRAFFLIN'S RECYCLE PROGRAMS**

## **November 2009**

Shoes - Cell Phones – Bottle Caps

### **SHOES**

Shoes and sneakers will be donated to SOLES4SOULS, an international relief organization that will send them on to needy people around the world. SOLES4SOULS accepts anything and everything, from children's sneakers to adult shoes to slippers and cleats. And if they cannot reuse them, they will have them recycled.

The idea behind gifts of shoes is nothing new to the SOLES4SOULS team, as they coordinated relief efforts for the Asian Tsunami and Hurricanes Katrina and Rita, netting over 1 Million pairs donated for these disasters.

This incredible organization takes the middleman job of facilitating donations of footwear and getting them to the people who desperately need them.

### **CELL PHONES**

Collections of cell phones will be sent to CELL PHONES FOR SOLDIERS. Started by two teenagers, this organization has provided more than 12 million minutes of prepaid calling cards for U.S. troops stationed overseas.

CELL PHONES FOR SOLDIERS was founded by teenagers Robbie and Brittany Bergquist from Norwell, Mass., with \$21 of their own money. Since then, they have raised more than \$2 million in donations and distributed more than 500,000 prepaid calling cards to soldiers serving overseas.

CELL PHONES FOR SOLDIERS collects the old cell phones, sends them to a recycling company called ReCellular, which gives them \$5 for each donated phone. This reimbursement is enough to pay for calling cards that will provide an hour of talk time to soldiers abroad.

A great cause and one that will perhaps inspire our own children to take action on something that is important to them.

## **BOTTLE CAPS**

All hard plastic bottle caps are sent to AVEDA, the hair and skin care company, to be broken down and re-molded into new caps and containers.

AVEDA found that a majority of plastic bottle caps do not get recycled today. Often these caps end up as litter or trash, ending up in landfills and beaches or migrating into our rivers and oceans. Birds and other marine creatures mistake them for food with tragic results. The company recently started its recycling program by first collecting caps from employees and their families.

The program expanded and now the plastic bottle caps are being made into tops for the limited edition retro Clove shampoo that came out in September. The shampoo's bottle will also include 96% post-consumer recycled content.