



**United Way**  
for the City of Kawartha Lakes

# News Release

For Immediate Release

4-Jan-12

## **TAG and United Way join forces to save the environment**

Mark January on your calendar for bringing your electronic waste to the Technology Alliance Group (TAG) recycling centre. Your waste will benefit two community non-profit organizations in January as TAG will be splitting the revenue generated through its e-waste centre with United Way for the City of Kawartha Lakes. TAG's Executive Director, Lynda Rickard said, "We are aware of the impact of our local United Way. We currently work in the same building and our staff and Board of Directors thought this was a great way to lend additional support to our United Way and community. It is timely in that many people receive electronics for Christmas and we hope they will be recycling through our e-waste centre."

TAG is a community leader on many fronts: computer education, social media classes, refurbishing computers for citizens with financial constraints and responsibly recycling to name a few. TAG staff have contributed to the United Way campaign as a workplace for several years. Last year they were creative in their giving—by adding the split in revenue from the e-waste for the month of January. It is a win-win—citizens can be green by safely disposing e-waste and they are assisting two non-profits who help people who live in the City of Kawartha Lakes!" says Penny Barton Dyke, Executive Director for United Way for the City of Kawartha Lakes.

**TAG is open from 9 – 5 throughout the week and on the first Saturday in Jan (Jan 7<sup>th</sup>)** Protect the environment and do a good thing by dropping off unwanted cell phones, inkjets, toner cartridges and digital cameras @ TAG, 50 Mary St., Lindsay or by contacting **Lynda Rickard** at **(705) 878-9261**. -30-

For more information contact:  
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