

MEDIA RELEASE

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They're calling on you

Got an old mobile phone you no longer use? Why not donate it to a worthwhile cause helping to save gorillas in Africa!

East Gippsland Water has signed up to Zoo Victoria's 'they're calling you' mobile phone recycling program and is acting as a local collection point for old phones.



Coordinating the program for East Gippsland Water is its Manager Business Risk & Compliance, Tony Smith

The aim is to help save gorillas by reducing demand for the metallic ore coltan. This is used in many phones and mined within gorilla habitat, pushing them towards extinction.

By donating your phones to the program you will be:

- stopping phones going to landfill
- reducing the demand for coltan mining as a new phone will be made from your old one
- helping to raise much needed funds to support gorilla conservation.

To donate your phone, simply take it along to East Gippsland Water's office at 133 Macleod Street, Bairnsdale during normal business hours.

All phones collected will be sent on to Zoo Victoria, which in the last five years has collected more than 50,000 phones and raised over \$100,000.

For more information on the program visit www.zoo.org.au/Calling-on-you.

Ends