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FOR IMMEDIATE RELEASE

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Downtown Alliance Hosts Annual MulchFest and E-Waste Recycling Event in Bowling Green on Saturday, January 7th

New York, N.Y. (December 5, 2011) - After the holiday season is over, the Downtown Alliance is there to help you discard your unwanted holiday trees and electronic waste.

The Downtown Alliance will host an annual MulchFest and Electronic Waste Recycling Event at the south end of Bowling Green Park on Saturday, January 7. MulchFest will run from 10 AM to 2 PM, and E-Waste from 10 AM to 4 PM.

Lower Manhattan residents can drop off holiday trees to be turned into environmentally friendly mulch (and will be able to take home mulch to use in flower pots and gardens). And, complimentary beverages will be served. To make it even easier, free Downtown Connection shuttle buses will make special MulchFest stops to transport people and their trees to the event.

"We're committed to our Going Green initiative and delighted to offer an environmentally friendly way for Lower Manhattan residents to recycle their holiday trees and wreaths and discard their used and outdated electronic goods," said Downtown Alliance President Elizabeth H. Berger. "And, our special Downtown Connection route makes getting to Bowling Green so much easier on a cold winter day."

As part of its ninth annual 'After the Holidays' series, the Lower East Side Ecology Center will hold an Electronic Waste Recycling Event at Bowling Green, from 10 AM to 4 PM.

People can drop off: working and non-working computers, monitors, printers, scanners, keyboards, mice, cables, televisions, videocassette recorders, DVD players, phones, audio/visual equipment, cell phones and personal digital assistants. Recycling is free for all residents, small businesses (less than 50 employees), and non-profit organizations.

"This is the nine-year anniversary of our electronic waste recycling program and it is the perfect time of year to clear out your old gear while you're enjoying your holiday presents. It is especially exciting that as our program becomes more and more popular, we are able to keep more and more e-waste out of landfills and have it recycled responsibly. We take great care to select recyclers that are able to handle e-waste safely and ensure data security because we understand the hesitations that some people have

about getting rid of their computer and other electronic equipment,” said Caroline Kruse, Development Director at the Ecology Center.

For more details or for questions about items that can be accepted, visit www.lesecologycenter.org or call (212) 477-4022.

The day’s events are co-sponsored by Con Edison, the New York City Departments of Sanitation and Parks & Recreation, Manhattan Borough President Scott Stringer, New York City Council Member Margaret Chin, Community Board 1, Lower East Side Ecology Center, Tekserve, Whole Foods and Crumbs Bake Shop.

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