

Dear Parents,

Your child is currently studying a free curriculum program on recycling provided by the Consumer Technology Association (CTA)[™] and curriculum specialists Young Minds Inspired (YMI). Part of the program involves reaching out to families to help extend learning into the home. We know that children can feel especially empowered when helping their families live a greener lifestyle, and this curriculum is designed to help them discover ways to do just that.



CTA is the technology trade association representing the \$377 billion U.S. consumer technology industry and more than 2,200 companies. One long-term goal of our industry for consumers is to make recycling tech devices as easy as purchasing them. That's why CTA has developed online tools for consumers to reduce their environmental footprint at GreenerGadgets.org. Here are a few of the resources you can find there:



- **Consumer Tech Energy Calculator.** This easy-to-use calculator helps you determine the impact of tech products use on your wallet by the month and year.
- **Recycling Tech Devices.** This service makes finding an environmentally-friendly tech product recycling center near you as easy as typing in your zip code. The recycling list includes industry programs that practice strict standards and use third-party certified recyclers, providing you with assurance that your device will be safely recycled.

- **So Much More.** Lists of CTA members and industry partners with their own recycling programs, some of which even offer you money back for your efforts...advice on what to do if your consumer tech product is still in good condition, but you no longer need it...tips on recycling packaging...as well as other helpful sites.

Recent improvements in design have helped boost the role of tech devices in saving money through reduced energy use. Always look for the ENERGY STAR[®] label when buying appliances. And visit GreenerGadgets.org today to find out how you can help your family save money and do something good for the planet at the same time. It's easy!

Sincerely,
Walter Alcorn
Vice President, Environmental Affairs and Industry Sustainability
Consumer Technology Association

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Technology
Association[™]

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