

PRESS RELEASE ON BEHALF OF:
C & C Cellular
Mayo Cancer Support Association
Western Care Association
Friday, 27 April 2007

Cathaoirleach Launches Innovative Charity Mobile Phone Recycling Appeal

Councillor Gerry Coyle, Cathaoirleach of Mayo County Council, launched an innovative Charity Mobile Phone Recycling Appeal in Castlebar on Thursday evening last. The appeal, which is being spear-headed by C & C Cellular Ltd, Mayo's local Vodafone agent, commenced last year when C and C Cellular found a market for recycling old mobile phones and donated the money generated to charity. Almost €30,000 was raised and was divided between Mayo Roscommon Hospice, Western Care Association, West of Ireland Alzheimer's Foundation and Mayo Women's Support Services. This year C and C Cellular are hoping to double this amount with the proceeds of this year's campaign going to the Mayo Cancer Support Association and Western Care.

Speaking at the launch of this year's appeal Brendan Chambers of C and C Cellular said "Any mobile phones or parts, whether they are working or not, are valuable - If you want to bin them throw them in my bin. C&C Cellular is a local Mayo company providing a service to Mayo people. Help us to raise much needed money for local charities. If you are an individual or group who would like to turn you Trash into Cash call into any C and C Cellular store around the county or call 1800 360000 for further details"

In launching the appeal Cathaoirleach of Mayo County Council complemented C and C Cellular on their initiative which will have a very beneficial effect on the environment and at the same time raise substantial funds for two Mayo charities that provide crucial services and supports throughout County Mayo. Councillor Brendan Heneghan, Mayor of Castlebar, also endorsed the initiative stating that it was in the spirit of the "***Reduce, Reuse, Recycle Campaign***". "It will keep a large amount of harmful materials out of landfill and has the added benefit of supporting the work of two very worthy Mayo charities". Angela Kirrane, Mayo Cancer Support Association and Joe Brett, Western Care complemented C and C Cellular on the initiative and urged Mayo people to support the appeal. As C and C Cellular are not taking anything for handling or administration, there will be a 100% payback to the charities involved. They made a particular appeal to young people to become involved and stated the all national and secondary schools had been circulated with details of the campaign in the past week.

The average Irish mobile phone user changes his/her phone every eighteen months (**many young people change much more often!**). Usually the old handset is kept as an unnecessary spare or thrown away - there are thousands of unused mobile phones lying in offices and homes all over Ireland. This is literally money down the drain as the many components of these phones can be recycled and turned into cash! You and your family and work colleagues can help the environment and, at the same time, raise funds for two Mayo Charities by collecting and recycle old mobile phones.

For further information contact any of the following:

**Mayo Cancer Support Association,
Rock Rose House, 32 St. Patrick's Avenue, Castlebar, County Mayo
Phone: 094 9038407 Fax. 094 9044877
E-mail: mayocancersupport@eircom.net**

**The Fundraising Department, Western Care Association,
John Moore Road, Castlebar, Co. Mayo
Phone: 094 9029136/144 Fax: 094 9025207,
E-mail: fundraiser@westerncare.com**

OR call FREEPHONE 1800 36 0000

For further information, updates and location of recycling bins county-wide view:

www.westerncare.com/phonerecycle.html