



# GOODWILL INDUSTRIES

OF NORTH LOUISIANA, INC.

*"Improving People's Lives Through the Power of Work!"*

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**FOR IMMEDIATE RELEASE**

**John M. Rankin**  
*President & CEO*

## **GOODWILL® AND DELL LAUNCH RECONNECT**

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### **ELECTRONICS RECYCLING PROGRAM**

**Shreveport, LA — November 6, 2008** —Goodwill Industries® and Dell are partnering to collect more than 11 million pounds of used electronics equipment in North Louisiana and Texas.

[Reconnect](#), a free computer recycling service for any brand of computer is now available throughout North Louisiana and Texas through a partnership between Dell and [Goodwill Industries](#). Reconnect accepts all computer equipment in any condition and will divert 11.5 million pounds of used computers and computer equipment from area landfills over the next year. The program will also provide consumer education on the importance of environmentally-responsible computer disposal and support Goodwill's job training and creation programs. The first Reconnect program was launched with [Goodwill Industries of Central Texas](#) in Oct. 2004.

"Not only will this partnership provide meaningful 'green' jobs for persons with disabilities and other special needs in our area, it will keep toxic computer parts out of landfills here and abroad through proper disposal by Dell-certified downstream recyclers. We hope everyone will recycle their used personal and business computers through Goodwill Industries and protect the environment while creating jobs for people who want to work and support their families," said John M. Rankin, President & CEO of Goodwill Industries of North Louisiana.

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[www.shopgoodwill.com](http://www.shopgoodwill.com)

Goodwill stores and donation centers throughout North Louisiana will accept and sort the donated computer equipment and Dell's product recovery partner will recycle and remarket the recycled materials. Consumers are responsible for removing data from hard drives and other storage media before donating to Goodwill. Donations are tax-deductible to the extent permitted by law.



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With today's launch, Reconnect offers 955 drop-off locations for free computer recycling to consumers in several U.S. markets. Dell leads the industry in providing consumers [free and convenient computer recycling](#) options. [In 2007, the company collected 102 million pounds of IT equipment from customers](#), a 20 percent increase over 2006.

Joe Strathmann, head of product recovery services for Dell said, "Dell wants to make computer recycling easy and free for consumers and Reconnect helps make that possible. Reconnect is a win for consumers, a win for the environment and a win for communities. We're celebrating the expansion of Reconnect to cover all of Texas and North Louisiana just four years after we first tried this program in Austin."

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***ABOUT GOODWILL INDUSTRIES OF NORTH LOUISIANA***

Goodwill Industries® of North Louisiana, Inc. is a 501(c)(3) not-for-profit agency that serves people with workplace disadvantages and disabilities by providing job training and employment services, as well as job placement opportunities and post-employment support. Goodwill Industries® of North Louisiana is a member of Goodwill Industries® International (GI) and the United Way of Northwest Louisiana, affiliated with NISH (formerly known as National Industries for the Severely Handicapped), and accredited for its employee development services and community employment services programs by CARF—the Commission on Accreditation for Rehabilitation Facilities. Goodwill Industries® of North Louisiana is also a member of the Louisiana Association of Nonprofit Organizations (LANO) and certified through its ethics and accountability program, the Louisiana Standards of Excellence. [www.goodwillnla.org](http://www.goodwillnla.org)

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