



## **MEDIA RELEASE**

### **Mobile Phone Recycling for Charity**

The Centre for Cerebral Palsy (The Centre) encourages mobile phone users to recycle their unwanted mobile phones as part of the annual CP Week Street Appeal on Friday August 7.

**Collectors clad in bright orange vests will be outside train and bus stations and at main crossovers throughout the City on Friday August 7, to collect unwanted mobile phones or loose coin in support of people with CP and like disabilities.**

The Centre receives \$5 for each working mobile phone. It's an easy way to donate; in the City on August 7, or free postage paid satchels are available any time at BIG W stores throughout WA and from The Centre on 1800 424 810.

"At the moment, figures show that only six percent of mobile phones sold in Australia are recycled. I know that we can do better than that. Money raised from the recycling programme goes directly to improve the lives of people with disabilities and makes sure the environment is looked after as well," The Centre's Chief Executive Judy Hogben says.

Donated phones are if possible refurbished and exported to developing countries to help improve local economies and enhance quality of life. Phones in poor shape are used for parts and no left-over materials end up in landfill.

CP Awareness Week 2009 begins August 2. This year The Centre highlights the achievements of 'Perth-onalities' – individuals with CP who are making a difference in their community – through an online community at [www.youbethedifference.com.au](http://www.youbethedifference.com.au). They hope this national campaign will help break down the barriers for people with disabilities by 'celebrating the difference they make.'

The Centre provides vital services to people with disabilities, including accommodation and respite facilities, therapy and leisure, training and employment options. Recycled mobile phones and other donations will help The Centre meet the costs of these vital services.

For further information about CP Awareness Week and The Centre's mobile phone recycling initiative visit [www.tccp.com.au](http://www.tccp.com.au).

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**For further information contact:**

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**Photo and Interview Opportunities:**

CP Week Perth-onalities and representatives are available for photos and interviews

## FACTS ABOUT CEREBRAL PALSY

- *CP is a permanent physical condition that affects movement.*
- *In Australia a child is born with CP every 18 hours.*
- *Australians under 18 are three times more likely to be diagnosed with cerebral palsy than cancer.*
- *There is no pre-birth test, no known cure and severity is on the increase.*
- *For most the cause of CP is unknown.*
- *CP is not a disease, it is not contagious.*
- *CP can be as mild as just a weakness in one hand ranging to almost complete lack of movement.*
- *Since 1951 The Cerebral Palsy Association has forged an enviable reputation as one of the leading disability service providers in WA. In line with the outstanding work we do in the area of CP management and support to those with disability, on 13 March 2007 we adopted a new name The Centre for Cerebral Palsy and colourful new logo.*

