

**MEDIA RELEASE**  
**25 November 2008**

## **BIG W and The Centre for Cerebral Palsy Launch Mobile Phone Recycling Initiative**

This Sunday 30<sup>th</sup> November The Centre for Cerebral Palsy, BIG W and the Aussie Recycling Programme launch a new partnership to make it easier for people to donate and recycle their old mobile phones. Tayla Taseff, this year's Telethon child, will be giving out the first mobile phone recycling satchels at BIG W in Whitford City at 11.30am - 12.00.

BIG W stores across Australia will have satchels available in their mobile phone departments by Wednesday 3<sup>rd</sup> December to coincide with the National Day for People with Disability.

The Centre for Cerebral Palsy receives \$3 per phone recycled in Western Australia through its partnership with the Aussie Recycling Program. It's easy - pick up a postage-paid satchel from BIG W and post your unwanted phone(s).

Donating your mobile phone is also about safe recycling. Dumped mobiles containing toxic metals including arsenic, beryllium, cadmium and lead can end up in landfill.

"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 for Cerebral Palsy Chief Executive Judy Hogben says.

Donated phones are checked and if necessary 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.

"Here at BIG W we're really pleased to be working with The Centre for Cerebral Palsy to not only effectively recycle old mobile phones but to also raise funds to support people with a disability all over the state," says Greg Foran, General Manager of BIG W.

The focus of The Centre for Cerebral Palsy is to overcome the personal, structural and attitudinal barriers that prevent people with a disability from fully participating in community life. The Centre for Cerebral Palsy strives to provide critical services to people with disabilities, including accommodation and respite facilities, therapy and leisure, training and employment options.

We publicly thank BIG W and the Aussie Recycling Program for this initiative and partnership that will benefit both the environment and people living with disabilities.

- ENDS -

Photo opportunity: Tayla Taseff, 2008 Telethon Child with Cerebral Palsy, giving out the mobile phone recycling satchels outside BIG W, Whitford City, Sunday 30<sup>th</sup> November at 11.30am – 12.00.

For further information:

On the Mobile Phone Recycling initiative: [www.mobilerecyclingwa.com.au](http://www.mobilerecyclingwa.com.au)

About The Centre For Cerebral Palsy: [www.tccp.com.au](http://www.tccp.com.au)

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#### **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.*