

EVENT ANNOUNCEMENT – Computer and Electronics Recycling Round-up

Cascade offers affordable options for recycling TVs, computer, and other electronics for the public

Madison, WI – September 29, 2020 – Starting October 1st and running through the fall season, Cascade Asset Management will once again accept personal electronics for recycling and secure data destruction. As part of the E-Cycle Wisconsin program, Cascade will accept drop-offs of electronics from individuals at its facility at 6701 Manufacturers Drive on the northeast side of Madison. At just \$10 for CRT TVs and monitors, \$5.00 for flat screen TVs, and no charge for other electronics, this is one of the most affordable and easiest recycling options in town.

Drop off hours: Monday thru Friday, 9:00 a.m. to 3:00 p.m. (starting October 1st)

Collection Event Day: Saturday, October 10th, 8:00 a.m. to 2:00 p.m.

Location: Cascade Asset Management, 6701 Manufacturers Drive, Madison, WI 53704

Cost: \$10 for CRT monitors and TVs; \$5 for flat screen TVs (LED/LCD/plasma); other electronics – free. Purchase vouchers online at www.cascade-assets.com or pay by credit card, Apple Pay, or cash on site.

What's accepted: Personally owned electronics from the following list:

- *Computer equipment:* monitors, computers, laptops, printers, keyboards, mice, scanners, and hard drives (for data destruction)
- *Other electronics:* TVs, cell phones, tablets, VCRs, DVD players, speakers, gaming systems, and fax machines

COVID-19 Safety Precautions: All Cascade staff will wear masks and gloves and offer contact free removal of equipment from vehicles. Participants are asked to open trunks and doors and then remain in their vehicles so staff can remove the equipment and avoid direct contact.

More details:

- Email: recycle@cascade-assets.com
- Call: 608-222-4800
- Web: <https://cascade-assets.com/solutions/MadisonEED-recycling.html>
- Media contact: Neil Peters-Michaud, 608-345-6144, npm@cascade-assets.com

It's been nearly 14 years since Cascade hosted its semi-annual Computer and Electronics Recycling Round-up with the City of Madison. From 1999 – 2006, more than 1 million pounds of electronics were dropped off by individuals at these events for recycling by Cascade. Once permanent recycling options were put in place for individuals, Cascade focused more on serving the business community's computer refurbishment and recycling needs. Now that so many people are working and learning from home, Cascade is again opening its doors to the general public this fall to start accepting personal electronics for recycling and data destruction at its Madison facility as part of the E-Cycle Wisconsin Program.

“We’ve been hearing from so many people during COVID-19 who want a secure, responsible, convenient and affordable recycling option for their computers and electronics,” said Neil Peters-Michaud, owner of Cascade. “With the support of our electronics manufacturing partners, we’re able to offer this service to individuals to help clear out unwanted electronics from their homes.”

About Cascade:

Cascade Asset Management is an e-Stewards Certified and NAID AAA security certified company providing full-service IT technology asset retirement solutions since 1999 at its facilities in Wisconsin and Indiana. Cascade serves most of the largest Madison area businesses as well as companies and organizations across the Midwest. For more information about Cascade, please visit www.cascade-assets.com.

###