

Operation Gratitude Reaches \$100,000 in Earnings through Cell Phone Recycling

Leading Military Support Organization **Operation Gratitude** Embraces “Go Green, Earn Green” in Support of Our Troops

ENCINO, CA - July 25, 2011 – **Operation Gratitude** (www.OperationGratitude.com), the nation’s leading military support organization, has reached \$100,000 in earnings through the donation and recycling of cell phones. Through its partnership with **GRC Wireless Recycling** (www.grcrecycling.com), consumers, businesses, and organizations recycle cell phones through a zero landfill recycling program. **Operation Gratitude** receives up to \$30 per recycled cell phone and up to \$100 per recycled smartphone.

“Our cell phone recycling program has been a consistent and extremely valuable source of funding”, stated Carolyn Blashek, the Founder & President of **Operation Gratitude**. “The program is a win for the environment and a win for our troops. Cell phone recycling offers all citizens a meaningful opportunity to support our troops through a simple act of environmental stewardship.”

“GRC is proud to support **Operation Gratitude** through our cell phone recycling services,” stated Marc Leff, Founder & Chief Operating Officer of GRC Wireless Recycling. “**Operation Gratitude** has shipped over 660,000 care packages to our troops deployed in harms way, and we are humbled to play a role in their selfless efforts.

Consumers, businesses and organizations of all types can learn more about the **Operation Gratitude** Cell Phone Recycling program at www.grcrecycling.com/opgratitude.

About Operation Gratitude

Operation Gratitude annually sends 100,000+ care packages filled with snacks, toiletries, entertainment items and personal letters of appreciation addressed to individually named U.S. Service Members deployed in harm's way, to their children left behind and to Wounded Warriors recovering in transition units. Our mission is to lift morale, bring a smile to a service member's face and express to our Armed Forces the appreciation and support of the American people. Each package contains donated product valued at ~\$125 and costs the organization \$15 to assemble and ship. Since its inception in 2003, Operation Gratitude has shipped more than 660,000 packages to American Military deployed overseas.

About GRC Wireless Recycling

Founded in 2001, GRC Wireless Recycling has emerged as a leader in zero landfill cell phone recycling. GRC provides innovative zero landfill recycling programs designed to incentivize organizations, business, and consumers to responsibly recycle cell phones. Since 2002, GRC’s participating organizations have earned over \$10 million through cell phone and smartphone recycling. GRC’s suite of programs includes *Cell Phone Fundraising*, *Cell Phone Buyback*, and *Cell Phone Donation* programs. The company also sponsors *Shelter Alliance* (www.shelteralliance.net), the leading cell phone recycling program serving the domestic violence community, and *Smartphone Recycling* (www.smartphonerecycling.com), GRC’s latest resource tailored to smartphone recycling.

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