



FOR IMMEDIATE RELEASE

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**GOODWILL AND COMCAST HOLD FREE E-WASTE AND TV
RECYCLING RALLY IN ALBUQUERQUE APRIL 27
FROM 9:30 AM TO 1 PM AT GOODWILL ON SAN MATEO**

WHAT: A free e-waste recycling rally hosted by Goodwill Industries of New Mexico and Comcast, recycling televisions, computers, computer equipment and cell phones to protect the environment and benefit Goodwill's programs and services

WHEN: Saturday, April 27, 2012, 9:30 a.m. – 1 p.m.

WHERE: Goodwill, 5000 San Mateo Blvd. NE in Albuquerque

Albuquerque, N.M. – Goodwill Industries of New Mexico and Comcast are teaming up to host their fourth annual free e-waste and TV recycling rally in conjunction with Comcast Cares Day on Saturday, April 27.

The free residential recycling event will be held from 9:30 a.m. to 1 p.m. at the Goodwill location on San Mateo, just north of Montgomery Boulevard NE. Residents are invited to bring their unwanted televisions, monitors, computers and personal electronics to the free recycling event.

Residential items that will be accepted for recycling, in any condition:

- Televisions
- Computers and Monitors
- Printers
- Cell Phones
- Personal Electronics
- Small Appliances
- VCRs
- DVD Players
- Stereo Equipment

Please note: Full-size appliances will not be accepted at this recycling event.

For the fourth year, Comcast is providing an opportunity for residents to properly dispose of their old televisions. Many TV recyclers charge a \$15 to \$20 fee to recycle televisions because of the cost and labor involved in dismantling them and properly disposing of the toxins and other materials. For this e-waste recycling event only, Goodwill will be accepting televisions and Comcast will be covering the television recycling costs. Goodwill will be accepting all other types of gently used items during the event as well.

“We are excited to partner with Comcast for the fourth year in a row for this recycling rally” said Mary Best, President and CEO of Goodwill. “This rally is a great benefit to our donors, Goodwill’s programs helping people all around New Mexico, and the environment.”

“Goodwill is a great partner for this event. We’re not only keeping hazardous waste used to manufacture computers out of our landfills, we’re helping Goodwill fund its many programs through its participation in Dell’s national recycling program,” said Chris Dunkeson, Vice President and General Manager for Comcast in New Mexico.

Goodwill Industries of New Mexico’s computer recycling program – done in partnership with Dell – has been very successful, keeping 772,270 pounds of e-waste out of New Mexico’s landfills in 2012 alone.

April 27 marks Comcast's 12th Comcast Cares Day. Comcast Cares Day is Comcast and NBCUniversal's signature day of service and the nation's largest single-day corporate volunteer effort. This year the Company expects more than 70,000 Comcast volunteers to participate in over 600 projects across the country, and for the first time will expand internationally with NBCUniversal operating various project sites in London. Comcast also expects to achieve another important milestone of 3 million volunteer hours and half a million volunteers since Comcast Cares Day started in 2001. The Comcast Foundation will also provide grants to local community partner organizations across the country on behalf of each employee and family member who volunteers on Comcast Cares Day

For more information about Comcast Cares Day, contact Eilene Vaughn-Pickrell at (505) 271-3701.

ABOUT GOODWILL INDUSTRIES OF NEW MEXICO

Founded in 1941, Goodwill Industries of New Mexico is an independently governed affiliate of the national Goodwill movement. We provide skills training, job development and social services for New Mexicans.

Our programs currently include Medicaid assessments in all 33 counties of the state, a traumatic brain injury case management program in most of New Mexico, a program for people who are homeless and near-homeless in the Albuquerque area, several Transitional Opportunity Program sites providing assistance in preparing individuals for the workplace, community employment programs throughout the state helping connect people with barriers to employment to job opportunities, a program in 27 counties of New Mexico helping low-income seniors get job training, short-term job training opportunities helping people improve their ability to find and keep a job, a youth mentoring program in Albuquerque, a program offering recycling and retail training and a program in several New Mexico counties helping veterans and their families who are at risk of homelessness.

Ninety cents of every dollar we spend is applied directly to programs and services.

We are online at Goodwillit.org and on Facebook at facebook.com/goodwillnm.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is the nation's largest video, high-speed Internet and phone provider to residential customers under the XFINITY brand and also provides these services to businesses. NBCUniversal operates 30 news and entertainment cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts. Visit www.comcastcorporation.com for more information.

About the Comcast Foundation

The Comcast Foundation was founded by Comcast Corporation in June 1999 to provide charitable support to qualified non-profit organizations. The Foundation primarily invests in programs intended to have a positive, sustainable impact on their communities. The Foundation has three community investment priorities—promoting service, expanding digital literacy, and building tomorrow's leaders. Since its inception, the Comcast Foundation has donated more than \$123 million to organizations in the communities nationwide that Comcast serves. More information about the Foundation and its programs is available at www.comcast.com/community.

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