



**FOR IMMEDIATE RELEASE**

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**RIVER RUN COMPUTERS ANNOUNCES  
ITS FIRST ANNUAL ELECTRONIC RECYCLING DAY EVENT**

***Protecting the local environment and helping people with disabilities***

GLENDALE, WI – (April 19, 2012) – [River Run Computers, Inc.](http://www.river-run.com) (RRC), a Total Network Management Organization, is proud to announce its commitment to help aid in the protection of the local environment with *Responsible Recycling* and to help people with disabilities, making Milwaukee, and its surrounding counties, a better place to live. RRC will celebrate by hosting its first annual Electronic Recycling Day sponsored by [DP Electronic Recycling](http://www.dp-electronic.com) and benefiting [IndependenceFirst](http://www.independencefirst.com). The event will take place Saturday, April 21st (Earth Day Weekend) from 10:00AM to 2:00PM at IndependenceFirst headquarters, 540 South 1<sup>st</sup> Street in Milwaukee. We will give away eco-friendly grocery bags to the first 100 recyclers.

RRC has assisted clients for over 10 years with *Responsible Recycling*. According to the Wisconsin Department of Natural Resources, electronics are one of the fastest growing parts of the waste stream, with millions of devices discarded each year in the United States. “This event will deliver a positive impact on our local environment and benefit the people IndependenceFirst supports,” says Paul Riedl, Jr., CEO. “This is our inaugural event and we plan to continue this for years to come,” he adds.

In the past, RRC has connected clients with IndependenceFirst, due to their need for working equipment to benefit disabled persons in the community. “These individuals could not afford to purchase

a computer, and we offer them basic training and instruction on accessing and using the Internet,” touts Tommy Uyehara, Independence*First*'s IT Director. “Today, we have over 300 people on a waiting list for computers which are badly needed for pre-employment skill building, information gathering, social networking, email and peer support. We are delighted to partner with RRC to help shorten the usual 12-to18-month wait time,” he adds.

Event sponsor, DP Electronic Recycling, helps deliver working equipment and recycles non-working equipment following EPA and E-Cycle Wisconsin regulations that ensure environmental safety.

The community can donate the following products on Electronic Recycling Day: You can bring any device that has a cord or runs on a battery. For more information on RRC Computer Recycling Services please visit [www.river-run.com/recycle](http://www.river-run.com/recycle). For a full list of items you can bring and more information on Electronic Recycling Day please [visit http://www.river-run.com/river-run-electronic-recycle-day---saturday-april-21st-Default.aspx](http://www.river-run.com/river-run-electronic-recycle-day---saturday-april-21st-Default.aspx).

#### **About Independence*First***

Independence*First* is a non-profit agency directed by, and for the benefit of, people with disabilities, primarily serving the four-county metropolitan Milwaukee area.

#### **About DP Electronic Recycling**

Founded in August 2010 by Dale Helgeson, DP Electronic Recycling is a privately owned, full-service, secure, electronic recycling company.

#### **About River Run Computers**

River Run Computers, Inc. supports a wide variety of clientele in Wisconsin, including manufacturers, CPA firms, law firms, auto dealerships, schools, non-profits, municipalities and financial institutions. Founded in 1993, River Run Computers, Inc. is a full-service Information Technology firm whose mission is to “keep you up and running.” Their organization is built on the core values of Fun, Integrity, Passion, Precision, Excellence, Responsibility and Direct Communication. For more information on Automated Remote Management Service, 24/7 Technical Support Service, Total Network Management or their RSVP Program, contact Laura Molex at 414-228-7474 or [lmolex@river-run.com](mailto:lmolex@river-run.com).

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