

**FOR IMMEDIATE RELEASE**

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The IT Life Cycle Management Company

## **Computer Recycling Collection Announcement**

Saturday May 8, 2004

8:00 a.m. to 3:00 p.m.

Wisconsin State Fair Park

Milwaukee, WI (April 29, 2004): Keep Greater Milwaukee Beautiful, Inc. (KGMB), in collaboration with the Southeastern Wisconsin Waste Reduction Coalition, presents a **Computer Recycling Collection** sponsored by Dell™ Computers and supported by Cascade Asset Management and Paragon Development Systems, at Wisconsin State Fair Park on **Saturday May 8, 2004 from 8:00am to 3:00 pm**. Take the 84<sup>th</sup> St. exit from I-94; enter Gate 6 or 8. All residents in Southeastern Wisconsin are invited to this FREE event.

Computer equipment including monitors, hard drives, laptops, printers, keyboards, mice, speakers, and cables will be collected; up to 5 computers per vehicle. Collected equipment will be disposed of properly for reuse or recycling in an environmentally responsible manner by Cascade Asset Management, a company based in Madison, WI and Paragon Development Systems, Inc. (PDS), a company headquartered in Oconomowoc. In addition, any personal information left on computer hard drives will be destroyed by Cascade. Owners of personal computer equipment are welcomed to participate in this recycling event. Businesses are encouraged to use other options for computer recycling.

**Because computer equipment contains hazardous materials, such as lead, cadmium and mercury, it is important to keep these items out of the landfill.**

"Until Wisconsin passes legislation to force computer manufacturing companies to provide take-back programs to customers, we must provide an opportunity for individuals to properly dispose of their old equipment," said Belle Bergner, Program Director, Keep Greater Milwaukee Beautiful.

Milwaukee is one of twelve cities awarded a grant of \$10,000 from **Dell** Computers to help underwrite the cost of this event. "The grant from Dell is intended to support Keep Greater Milwaukee Beautiful's efforts to raise awareness of responsible end-of-life options for computers and empower the community with a model and means for successful collection events," said Pat Nathan, Dell's Sustainable Business Director.

Keep Greater Milwaukee Beautiful has served the greater Milwaukee community with recycling, waste-reduction, and environmental education programs for over 20 years.

The Southeastern Wisconsin Waste Reduction Coalition is a collaboration among municipalities, non-profit organizations, and individuals to reduce waste and promote recycling efforts across Southeastern Wisconsin.

Up-to-date information about this event is available on the Web at <http://www.besmart.org>

OR [www.kgmb.org](http://www.kgmb.org)

**About Paragon Development Systems**

Paragon Development Systems, Inc. (PDS) is the IT Life Cycle Management (LCM) company. PDS improves the way IT departments of medium- to large-sized organizations plan for, procure, deploy, manage, support and retire their IT assets. An ISO 9001:2000-registered technology manufacturer, PDS produces its own brand of custom-configured systems. PDS is also a leading supplier of Enterprise Tier products and enterprise services. PDS's innovative approaches to LCM challenges include many of its IT Logistics Services, such as Corporate Standard Desktop configuration, automated asset tagging/tracking, and Rack N Roll<sup>SM</sup> packaging and deployment system. PDS is headquartered in Oconomowoc, Wisconsin with offices in Milwaukee and Madison, WI. For more information, call 800-966-6090, or visit [www.pdspe.com](http://www.pdspe.com).