

Media Release

April 14th, 2022

Inspiredu takes their “**Recycle to Repurpose**” laptop initiative to the next level with their **#Donate2Educate** Earth Month campaign!

For over a decade, the newly rebranded nonprofit Inspiredu has partnered with the best corporations in Georgia to level the playing field for underserved youth in the community by providing internet access, devices, and basic computer training. Simultaneously, they have managed to help companies repurpose devices and other e-waste taking up space in the workplace. This symbiotic relationship benefits not only the underserved communities that Inspiredu works with, but also the environment itself.

Inspiredu’s Director of Operations and Technology, Eddie Matano, agrees. “We partner with corporate companies in hopes that we can help them with their e-waste and help them recycle to repurpose their waste towards a better cause. We hope that one day these very devices are the devices used to spark an underserved youth’s success in education and in their eventual career.”

Inspiredu provides a service to companies and individuals reluctant to throw away devices that cost so much money and could do so much damage if piled up in landfills. Turning over these devices to Inspiredu means keeping e-waste out of landfills and helping the youth of underserved areas at the same time. It’s a win-win for all involved! Inspiredu partners with Ecycle Atlanta to make sure this is a seamless process. Ecycle recycles computers and other electronics in Atlanta, and they have made the process easy and safe.

Inspiredu CEO Richard Hicks says it’s been a long time coming. “Supporting families while simultaneously working to reduce e-waste from companies and corporations is a mission that benefits all involved.”

#Donate2Educate is Inspiredu’s latest campaign created to help support companies or individuals who want to recycle or repurpose their devices for a greater cause by scheduling a pickup or drop-off. Alternatively, Inspiredu can offer support to companies or organizations to host their own E-drives, which are events to collect devices in neighborhoods or workplaces for recycling or repurposing.

When upgrading to a new laptop or desktop computer, consider the usable life left in that previously enjoyed device, and contact Inspiredu to “give your device a second life.” If you are interested in giving your device a second life, text **#Donate2educate to 833-451-3457** or join the team at their annual Earth day event **April 22nd** at Fire Maker Brewing Company starting at 3:00 p.m. and ending at 7:00 p.m.

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