



*FOR IMMEDIATE RELEASE*

## **Greentec launches Phones4Food in support of The Food Bank of Waterloo Region**

**Waterloo Region, Ont. | December 7, 2023** – As the need for emergency food assistance rises in Waterloo region, Greentec is launching Phones4Food, an innovative fundraiser in support of The Food Bank of Waterloo Region.

Starting today, people can drop off their old or unwanted smartphones, laptops, and tablets to The Food Bank at 50 Alpine Court in Kitchener, Monday to Friday between 8:30 a.m. and 4:30 p.m.

Greentec will collect and recycle the devices and donate their end-of-life value back to The Food Bank—supporting its work of acquiring and distributing food to the Community Food Assistance Network, a system of 120+ community programs and agency partners that provide food, support, and services to people in need.

“When I heard that one in 10 households in our region is struggling to afford to put food on the table, I knew we can do more to make sure no one has to skip a meal. It’s that need that inspired Phones4Food,” says Tony Perrotta, CEO at Greentec, adding that he hopes to expand the program to other food banks across the province.

Kim Wilhelm, interim CEO with The Food Bank of Waterloo Region, explains that more than 58,000 people in Waterloo region are accessing food assistance each year, a number that continues to rise and isn’t expected to drop anytime soon.

“With high inflation and rising food costs, more people are turning to food banks and community programs and services for help. As a non-profit organization, we rely on our generous community, including businesses, to support the work we do to make sure no one goes hungry. Phones4Food is an exciting initiative and this partnership with Greentec gives the public another great opportunity to support The Food Bank,” she says.

For every dollar that people donate to The Food Bank, the organization can provide two healthy and nutritious meals to those who need it most in the community. A \$5 donation generated through Phones4Food provides 10 meals.

For businesses with a large amount of e-waste to donate, call Greentec at 519-624-3300 for pickup solutions.

To learn more about Greentec and qualifying device donations, visit [phones4food.com](https://phones4food.com) To learn more about The Food Bank of Waterloo Region and local food insecurity, visit [thefoodbank.ca](https://thefoodbank.ca).

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### **About Greentec**

Greentec is a certified electronics recycling company that securely destroys personal data, refurbishes, and recycles electronic devices. Beginning operations in 1995, the company now employs over 90 team members and uses proprietary technology to recover e-waste. Stewards of the circular economy, the company believes in using resources for as long as possible, extracting their maximum value and then responsibly recycling electronics to help keep our planet secure and free of waste. As IT asset disposition (ITAD) experts, Greentec recovers retired IT equipment in a safe and responsible way.

**Website:** [greentec.com](https://greentec.com)

**Facebook:** [@GreentecCA](https://www.facebook.com/GreentecCA)

**LinkedIn:** [Greentec\\_2](https://www.linkedin.com/company/greentec_2)

**Twitter:** [@GreentecCA](https://twitter.com/GreentecCA)

**Instagram:** [@GreentecCA](https://www.instagram.com/GreentecCA)

### **About The Food Bank of Waterloo Region**

Founded in 1984, The Food Bank of Waterloo Region (The Food Bank) was the first organization of its kind in Ontario dedicated to providing emergency food. Thirty-nine years after incorporation, The Food Bank continues to evolve to meet the needs of the community, ensuring no one goes hungry. The Food Bank acquires and distributes more than five million pounds of fresh, frozen, and non-perishable food to 120+ community programs and agency partners throughout Waterloo region.

**Website:** [thefoodbank.ca](https://thefoodbank.ca)

**Facebook, Twitter, Instagram, Threads, Pinterest:** [@FoodBankWatReg](https://www.facebook.com/FoodBankWatReg)

**LinkedIn/YouTube:** [@FoodBankWaterlooRegion](https://www.linkedin.com/company/FoodBankWaterlooRegion)

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