



the Jane Goodall Institute

FOR IMMEDIATE RELEASE

**JANE GOODALL DRAWS ATTENTION TO IMPORTANCE OF
RECYCLING MOBILE PHONES**

*International campaign draws connection between
recycling electronics and protection of fragile wildlife species.*

WASHINGTON, D.C. USA (January 26, 2016) - "It really will make a difference," says Goodall remarking on the importance of recycling used phones as her namesake organization, the Jane Goodall Institute (JGI) prepares to kick off, **Call to Action** the organization's second annual International Day for Mobile Phone Recycling.

Dr. Goodall continues, "Sometimes people don't understand how terribly, terribly important it is to recycle old mobile phones. There are hundreds of thousands of them just lying around. Their abundance in our lives is leading to the destruction of the rainforest, the deaths of chimpanzees and other wildlife, as well as immense hardship for people. So please, recycle your used mobile phones."

Following December's holidays and the start of a new year — occasions during which many mobile phones and other electronic devices are given as gifts — the Jane Goodall Institute is promoting "Call to Action," a new international campaign encouraging people to responsibly recycle these technologies.

Many do not realize that our society's appetite for the latest and greatest in technological gadgets is contributing to the rampant destruction of Africa's forests. The old phones littering our junk-drawers and the new phones in our pockets contain minerals mined from forests like those in the Congo Basin, a practice that is destroying the habitats of chimpanzees and other endangered apes. JGI's Call to Action campaign aims to raise awareness about how such actions can help promote conservation of critical forest habitats in the Congo Basin where chimpanzees and other great apes live.

World renowned for its efforts to protect chimpanzees and their habitats, JGI's campaign to mobilize the collection of used mobile phones directly connects with the organization's mission. Many of the metals and minerals used in these technologies are extracted from mines located in previously forested chimpanzee habitats across the Congo Basin.

In addition to destroying critical habitats, control over these resources has also fueled violent conflict resulting in the deaths of millions of people. Recycling the metals and minerals from existing devices removes some of the demand that drives deforestation and, in some cases, conflict.

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Thus far Jane Goodall Institute offices around the globe, including Argentina, Australia, Austria, Belgium, Canada, Chile, China, France, Netherlands Spain and the United States are promoting Call to Action and encouraging people in their respective regions to participate in this inaugural event.

On January 26, 2016, citizens around the world can participate in JGI's Call to Action by gathering used electronics — especially mobile phones — and sending them to one of JGI's recycling partners. With one simple action, JGI's friends and supporters are helping protect chimpanzees — along with other endangered species — and the forests they call home.

For more information visit, www.mobilerecyclingday.org or search using the hashtag #Call2Action16.

About the Jane Goodall Institute

Founded in 1977, the Jane Goodall Institute continues Dr. Goodall's pioneering research on chimpanzee behavior started more than 50 years ago — research that transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and their habitats. It also is widely recognized for establishing innovative community-centered conservation and development programs in Africa, and Jane Goodall's Roots & Shoots, the global environmental and humanitarian program for youth of all ages, which has groups in more than 130 countries.

Dr. Jane Goodall, DBE, is a United Nations Messenger of Peace.

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