



**For Immediate Release
August 10, 2007**

Media Contact:

Jill Buck, Go Green Initiative

(925) 487-0042

jillbuck@comcast.net

GGI PARTNERS WITH CARTRIDGE WORLD ON RECYCLING PROGRAM

The Go Green Initiative has partnered with Cartridge World, the World's largest printer cartridge refiller and remanufacturer. Cartridge World is donating \$10,000 to the Go Green Initiative and distributes Go Green's educational materials to schools near their stores.

"Cartridge World's program provides our schools with an ideal opportunity to put the principles of the Go Green Initiative into action," said Jill Buck, GGI's executive director and founder. "By recycling ink cartridges, and purchasing replacement cartridges that are reusable, the parents, teachers and administrators on campus are role modeling environmentally responsible behavior for the students."

The partnership will tie into Cartridge World's "*Students & Teachers Unite*" promotion; which gives students, teachers and PTA members who present valid K-12 identifications a 20% discount on refilled or remanufactured printer cartridges when they exchange an empty cartridge.

"This is a great way for Cartridge World to help give back to schools in communities around the nation," said Cartridge World CEO Burt Yarkin. "The schools can use the money they save on cartridges for needed supplies and fundraising efforts."

Cartridge World has an established recycling fundraising program with community groups, schools and businesses throughout the nation. The fundraising curriculums invite participants to collect empty ink and toner cartridges, and Cartridge World will offer to buy back those cartridges to ensure each one is recycled properly.

About the Go Green Initiative

The Go Green Initiative is the nation's fastest growing fully comprehensive environmental action plan for schools. By promoting environmental stewardship on campuses from elementary schools through universities, Go Green works to involve families, businesses and local governments in the common goal of protecting human health through environmental stewardship. Since January 2006, participating schools have removed 39.6 million pounds of recyclable material from the U.S. waste stream, resulting in, among other environmental benefits, the avoidance of 31 million metric pounds of greenhouse gas emissions and 208 billion BTU's of energy use. Additionally 1.3 billion gallons of water were saved through paper recycling alone.

Since its inception in July 2002, the Go Green Initiative has been endorsed by the National School Boards Association, National Recycling Coalition, adopted by 8 State PTA Boards, implemented in 40 states and over 650 schools, along with schools in Europe, Mexico, and Africa. There are currently over 1 million students and teachers in registered Go Green schools.

More information is available online at www.GoGreenInitiative.org.

###