



**For Immediate Release:
Wednesday January 27, 2010**

**For More Information Please
Contact: Katie Gray
Supervisor, Public Relations
(416) 392-5941**

VISITORS MAKE TORONTO ZOO THE #1 CELL PHONE RECYCLER IN NORTH AMERICA

January 27, 2010, Toronto, Ontario: Toronto Zoo visitors, you've done it again! Once again, thanks to the enthusiasm and dedication of our patrons, the Toronto Zoo's ECO-CELL program has landed in the number one spot, ahead of ahead of the San Diego Zoo, the Philadelphia Zoo and all of the other 175 participating wildlife organizations in the North American wide cell phone recycling project. The Toronto Zoo has long been an international leader in its Eco-Cell program, recycling over 4,000 phones in 2009 and 12000 since 2006, more than any other organization!

Eco-Cell is a cell phone recycling program that helps preserve critical Lowland gorilla rainforest habitat in Africa. Coltan is a mineral ore mined and refined in central Africa for metals used in the cell phone industry, and this unregulated mining industry has dramatic impacts on biodiversity in the region.

"Coltan" itself is not used in cell phones, but metals refined from this mineral are.

"Conservation of nature can be an overwhelming concept, but the simplicity and accessibility of the Zoo's cell phone recycling program makes it easy to make a difference," says Dave Ireland, Toronto Zoo's Curator of Conservation.

All funds collected from the Eco-Cell program are donated to gorilla conservation programs in Africa via the Zoo's Endangered Species Recovery Fund. To make a donation directly to this fund, please call (416) 392-9114.

Used cell phones can be dropped off at or mailed directly to the Toronto Zoo. You can also join hundreds of school classes, businesses and government offices by requesting your very own Toronto Zoo ECO-CELL Collection Box. For more information visit www.torontozoo.com/Conservation/green.asp

**For more information, please contact
Katie Gray, Supervisor of Public Relations at (416) 392-5941**

-30-

Current Zoo hours - 9:30 am-4:30 pm. Last admissions one hour before closing. General Admission 13-64 incl. is \$21, Children 3 and under are free, Children 4-12 are \$13 and Seniors 65+ are \$15. Prices include GST. Parking is FREE until March 1st. Events and admission prices subject to change without notice. The Toronto Zoo is open year round (except Dec. 25th). For general information call (416) 392-5929 or visit

torontozoo.com