

Recycle or donate your PC with no hassle.

The terms “green” and “philanthropy” may seem overused at times, but both communicate important concepts.

I want to briefly share with you something I am involved with that is both green and philanthropic, and in which, you can join me with no cost, with and only a few minutes of your time. You might even receive a tax benefit.

Today, there is a better solution - and that’s what I want to tell you about.

I think we all agree that thoughtful use of scarce resources and appropriate care for our planet is not a controversial concept. Everyone in the world, regardless of beliefs, can agree pollution isn’t good and recycling is better than burying waste.

More businesses than ever before are doing their part with environmentally friendly designs based on re-usable materials or renewable resources.

Unfortunately the computer industry is still far away from its goals. While hardware manufacturers each year do better in utilizing recyclable materials, there is still a lot of non-reusable materials and even hazardous waste inside your computer. The older the computer, the worse the problem. And as we upgrade to new PCs, we all end up with old ones that are difficult to resell and expensive to properly dispose of.

As the world leader in PC migration, we at Laplink are often asked by customers what they should do with their old computer after moving into their new one. Our standard recommendation is to securely erase all the data from the hard drives (using a product like Laplink SafeErase). Using delete or erase functions within Windows does not truly erase personal data from the PC and can lead to identity theft.

After cleaning up the old PC, we suggest donating it to a good cause, which is often easier said than done.

A donated PC needs to be tested (and possibly refurbished), have an operating system and applications installed, and then be transported to where it is needed. Most likely, it can be best utilized in an emerging country where there is a lack of basic infrastructure for information technology and where children grow up without the benefits that we have enjoyed for a long time. Enabling the other half of our world to move into the information age can certainly be a driver for economic prosperity, educational improvements, societal development – and can even reduce armed conflicts.



For several years now, we have had the privilege to work with other businesses, entrepreneurs, technologists and educators in supporting the build-up of basic technology infrastructure in Uganda. As part of our efforts to provide refurbished computers to Ugandan schools, we partnered with the non-profit Interconnection Seattle which has provided free or very low-cost PCs to hundreds of schools in 26 different countries, where they are being put to good use. I have personally visited Uganda to help with this project and I can assure you it is having a very positive impact!

Laplink is now extending its partnership with Interconnection Seattle to bridge the gap between individual households (and offices) so you can easily donate your old and unwanted personal computer to a great cause.

And PCs which can't be re-used for charity will be properly recycled, not discarded in a manner which could be environmentally harmful.

Most computers can be donated with no cost to you and with minimal time and effort. Using only a few minutes of your time, you can fill out the online form and initiate the process. Then, you will receive a postage-paid shipping box (or a postage-paid label for your desktop) to be used to send in your PC to Interconnection Seattle. (Some older PC models require you to pay shipping. Details are on the web page where you fill out and submit the form.)

It's that simple. Very little effort, very little time, and no cost to you. But you will be making a big difference in the world.

I challenge you to act now. Visit the web page below and get your PC donation process started today. Join me today in making a difference in our world!

www.interconnection.org/give_laplink.html

Thank you very much.



Thomas Koll
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connect your world