



## News Release

### For immediate release

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## Wisconsin Waterfowl Association receives Green Gift from Cellcom

Abrams, WI (October 29, 2018) – Wisconsin Waterfowl Association has been selected as a 2018 Cellcom Green Gift recipient. The organization received a \$2000 Green Gift from Cellcom to continue work on its Abrams property.

The Wisconsin Waterfowl Association (WWA) works to further restoration and conservation of the state's waterfowl and wetland resources and implement education for Wisconsin youth that heighten awareness about these resources. The group continues work on its Abrams property, a 152-acre area that is open to the public for hunting and wildlife viewing and includes a number of accessible features for hunters with disabilities. The Green Gift will contribute to the addition of an educational structure on the property.

"The opportunity to have a large property open to the public, which features significant access for disabled veterans and other differently-abled persons, to use the property for a variety of pursuits - all within a short drive of a large metropolitan area, is very unique," said Bruce Urben, board president and interim director of WWA. "The addition of an educational structure will help further the opportunities at the property."

Wisconsin Waterfowl Association was among 29 green organizations that received a share of the \$40,000 in Green Gifts from Cellcom this year. The Green Gifts program launched in 2010 and uses funds generated from Cellcom's cell phone recycling program to fund green nonprofit initiatives. Customers and community members can bring in their old or unwanted phones to be reused and recycled. Cellcom sends the phones to recyclers who in return send money to Cellcom for the materials that were saved from the phones. Cellcom's Green Gift program completes the green cycle that starts with consumers being environmentally-conscious and donating their devices.

"Green Gifts gives Cellcom the chance to partner with our customers to invest in our communities. By simply recycling old devices, customers are helping Cellcom contribute to programs and projects that support environmental stewardship and have a positive impact on our natural world," said Cindy Durand, director of public affairs at Cellcom.

Visit [Cellcom's website](#) for the full list of award recipients. Cellcom is proud to support organizations of all sizes, whose work is impacting the community and building a greener tomorrow. The company's recycling program has generated \$346,975 for local charities over the past 15 years.

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