

News Release

For immediate release

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Wisconsin Waterfowl Association receives Green Gift from Cellcom

Abrams, WI (November 8, 2017) – Wisconsin Waterfowl Association has been selected as a 2017 Cellcom Green Gift recipient. The organization received a \$2500 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 from Cellcom will fund the addition of two enclosed accessible binds for deer or turkey hunting on raised platforms.

“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 Don Kirby, executive director of WWA. “Due to its easy access to the highway, and near-by location to both Green Bay and Oconto, the property allows ready viewing of many species of birds and other wildlife. The disabled access trails also allow ready travel, and invite those who might not otherwise, to explore the outdoors.”

Over the past 32 years, WWA has completed thousands of acres of wetland restorations all around the state. The Abrams project began in 2010 and has been the site of a number of environmental improvements, including a northern pike spawning area, a woodcock habitat restoration demonstration plot, a wetland restoration, wildlife scrape, wood duck house installation, wildlife observation deck, establishment of five wildlife food plots, along with a number of accessibility projects to share these projects with outdoor enthusiasts of differing mobility. The Green Gift from Cellcom will further these efforts.

Wisconsin Waterfowl Association was among 33 green organizations that received a share of the \$44,000 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.

“Our service area is fortunate to be teeming with non-profits that are creatively using their resources to help the environment though education and activism. Donating your phone allows us to contribute to their efforts through our Green Gifts program and ultimately work toward a greener tomorrow,” said Brighid Riordan, director of public affairs and customer experience initiatives 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 \$310,975 for local charities over the past 14 years.



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