

MEDIA RELEASE

For immediate release – October 25th, 2007

For more information and to schedule interviews and photographs, please contact info@freecycle.org



The Freecycle Network™ Breaks the Four Million Member Mark!

October 25th, 2007, Tucson, Arizona - The Freecycle Network is fanning the flames of a grassroots wildfire across the globe as it celebrates its four millionth member today. The mark was passed in the late evening.

In addition to doubling in membership in the past year, the Network is currently growing at the rate of over 25,000 new members each and every week. This nonprofit gifting movement enables individuals to gift items in their local communities rather than to throw them away, thus keeping over 400 tons out of landfills daily.

Lending credence to their motto of “changing the world one gift at a time,” the amount of items gifted in the past year is the equivalent of over four times the height of Mt. Everest when stacked in garbage trucks – over 300 million pounds.

This blazing unsaddling of the environment enables countless individuals and nonprofits to reuse items that are otherwise destined for the waste bin. Freecycle™ members have started a giving (& getting) revolution. Founded with a single email on May 1st, 2003 in the city of Tucson, Arizona, The Freecycle Network has grown to encompass over 4,140 cities from Adelaide to Istanbul, in over 80 countries.

Hailing the mantra “One man’s trash is another man’s treasure,” the Freecycle community harnesses the power of the internet to connect local individuals looking to give something away with those who would like to acquire it. The guiding principle is that everything be free with no strings attached – a sort of grand cyber-curbside.

Freecycle is globally local -- Each city has volunteer moderators and a unique email group. Anyone living in that city is then welcome to post items to be given away or to seek items which they might be able to use. Whether it is an old door, a pile of dirt or a computer, it’s probably being given away on one of the local groups already up and running as you read this article.

A new sense of community forms in each town as people realize that it’s just as much fun clearing out the garage as it is getting free stuff! According to Albert Kaufman, volunteer moderator of the Portland Freecycle Network, Freecycle activists are a tireless group of optimists who believe they can change the

world one gift at a time as they call upon each other to
“ Keep on recyclin’ ! ”

Reformed packrats have been sighted wandering in the streets of major metropolitan areas with tears in their eyes. “I never thought I’d be able to park in my garage again...,” comments a visually moved member, “... but now there is Freecycle. It’s so liberating. My wife and I are thinking about a second honeymoon.”

The Freecycle Network is a private, nonprofit organization based out of Tucson, Arizona, and stewarded by a volunteer near you. Visit www.freecycle.org to find the Freecycle community in your area.

Liberate a garage near you and keep usable items out of the landfill in the process!

The Freecycle Network is also excited to announce that it will be launching a new platform for its web community in the first week of December.

Photo opportunities and interviews with your local moderator may be arranged by contacting info@freecycle.org.

The Freecycle Network

P.O. Box 294

Tucson, AZ 85702

E-mail: info@freecycle.org

www.freecycle.org

~changing the world one gift at a time~