

MEDIA RELEASE

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Global Launch of Mobile.Freecycle.org

The Mobile Gift Economy -- The Freecycle Network™ and Nokia Take the Global Gift Economy off the Computer and into the Streets

May 4, 2008, Tucson, Arizona– Freecycle, the online network helping millions of people to recycle, has announced it is now available to use on mobile devices following an agreement with Nokia, the world’s largest mobile device company. The move expands the global gifting network beyond the constraints of the computer to people's mobile phones in over 85 countries around the world.

“Whether at a construction site, in the garden, home or work, a computer is no longer required to find a new home for used items otherwise headed for the landfill. This is music to the ears of Freecycle’s nearly 7 million members in over 4,700 communities, and we want to thank Nokia for making this possible,” says Deron Beal, Freecycle founder.

Freecycle has worked with Nokia to make the service accessible and easy to use on a mobile device. Nokia’s support is just one of many ways in which the company is helping to realize the potential of mobile devices to provide new ways to make more sustainable environmental decisions in our daily lives.

You can access Freecycle’s mobile website simply by typing mobile.freecycle.org into your mobile phone’s browser.

With the double whammy of increased environmental awareness and a heightened consumer appreciation of reuse and recycling, Freecycle has ignited a grassroots wildfire which has led to unprecedented growth of the Freecycle.org website and it’s the global gifting community. The Freecycle Network is enabling over 700 tons a day to be gifted currently on Freecycle.org. That’s seven times the height of Mt. Everest in the past year alone when stacked in garbage trucks.

About The Freecycle Network:

No one could have imagined that what began with one email to a small circle of friends on May 1, 2003 has grown to over 6.5 million members and over 10,000 volunteers who devote their time and energy to this worthy cause. TFN says if people weren't basically good and giving, Freecycle would not work. But it does indeed, on a massive and globally local scale. Freecycle creates a circle of giving in each of its local communities around the world. Founder, Deron Beal states that, "The goal is to make it easier to give an item away than to throw the item away, thus keeping good stuff out of landfills and helping Mother Nature. Nokia's design and support of our new mobile phone functionality makes it easier than ever - no computer required!"

The Network is currently growing at the rate of over 45,000 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. In 2007 Yahoo first noted that Freecycle became the third most searched environmental term on the planet just behind "global warming" and "recycling" and ahead of "earth."

Lending credence to their motto of "changing the world one gift at time," Freecycle members are gifting over 20,000 items every day.

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.

Liberate a basement near you and keep usable items out of the landfill in the process.

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

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

The Freecycle Network

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~changing the world one gift at a time~