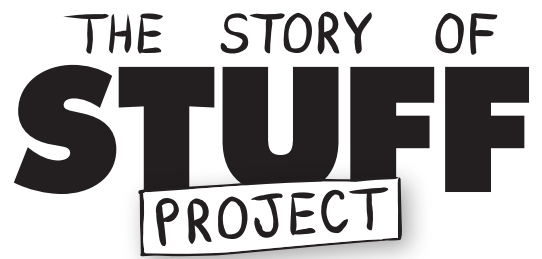

FOR IMMEDIATE RELEASE

Script and Teaser Available



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FILM RELEASE: New Story of Stuff Project movie demands a 'Green Moore's Law' in the Electronics Industry

The Story of Electronics:

Why "Designed for the Dump" is Toxic for People and the Planet

SAN FRANCISCO, CA – At midnight Pacific on **November 9th** The Story of Stuff Project will release ***The Story of Electronics***, an 8-minute animated movie, at www.storyofelectronics.org. Hosted by Annie Leonard, the creator of the hit viral video The Story of Stuff, the film takes on the electronics industry's "**design for the dump**" mentality and champions product takeback to spur companies to make less toxic, more easily recyclable and longer lasting products.

Co-produced with the **Electronics TakeBack Coalition** (ETBC)—a national coalition of over 30 environmental and public health organizations—and **Free Range Studios**, The Story of Electronics employs the trademark Story of Stuff-style to explain '**planned obsolescence**'—products designed to be replaced as quickly as possible—and its often hidden consequences for tech workers, the environment and us.

"Anyone who's had a cell phone fritz out after six months already knows all about planned obsolescence," said **Ted Smith, Chair of ETBC**. "Most of our electronics are laden with problematic substances like lead, mercury, PVC, and brominated flame retardants so when they break it's not just a bummer, it's a global toxic issue. Instead of shipping our toxic trash across the world, product takeback ensures that electronics companies—not individual consumers, our governments, or worse, some poor guy in China—take responsibility for the stuff they put on the shelves."

The film is being released in advance of the holiday season to get consumers thinking about the costs associated with that latest gadget and to show electronics companies that consumers want products that don't trash people and the planet. **The film concludes with an opportunity for viewers to send a message to electronics companies demanding that they "make 'em safe, make 'em last, and take 'em back."**

"If we can figure out how to make an iPhone remember where you parked your car," said Annie Leonard, the Director of

THE STORY OF ELECTRONICS

The Story of Stuff Project, “then we can figure out how to make electronics that aren’t filled with toxic chemicals and en route to the trash can just months after we buy them. Let’s apply some of that creativity and innovation to making products that are safe and long lasting!”

The Story of Electronics companion website, www.storyofelectronics.org, will serve as an interactive launch pad for information and action steps for viewers. The site provides opportunities to learn more about the issue, find safer products and responsible recyclers, and get involved with the Electronics TakeBack Coalition. The site also houses downloadable resources and information about the film, including an annotated script.

The Story of Electronics is the fourth in a series of new movies that The Story of Stuff Project is releasing this year with Free Range Studios (www.freerangestudios.com) and more than a dozen of the world’s leading sustainability organizations. Our previous short films—*The Story of Cap & Trade* (December 2009), *The Story of Bottled Water* (March 2010) and *The Story of Cosmetics* (July 2010)—have collectively been viewed **more than 2.2 million times** since their releases.

To schedule an interview with the following experts, contact:

Allison Cook, Story of Stuff Project, at (213) 507-4713 or allison@storyofstuff.org

Annie Leonard is the Director of The Story of Stuff Project and author of *The Story of Stuff* (Free Press, March 2010).

Barbara Kyle is the National Coordinator of the Electronics TakeBack Coalition.

Ted Smith is the Chair of the Electronics TakeBack Coalition and founder and former Executive Director of the Silicon Valley Toxics Coalition.

Neil Peters-Michaud is the CEO of Cascade Asset Management, an electronics recycler and asset management firm.

*With over twelve million on-line views, **The Story of Stuff** is one of the most watched environmental themed short films of all time. Created to leverage and extend the film’s impact, the non-profit Story of Stuff Project amplifies public discourse on a diverse set of environmental, social and economic concerns and facilitates the growing Story of Stuff community’s involvement in strategic efforts to build a more sustainable and just world.*

***The Electronics TakeBack Coalition (ETBC)** promotes green design and responsible recycling in the electronics industry. A national coalition of over 30 environmental and public health groups, ETBC’s goal is to protect the health and well being of electronics users, workers, and the communities where electronics are produced and discarded by requiring consumer electronics manufacturers and brand owners to take full responsibility for the life cycle of their products, through effective public policy requirements or enforceable agreements.*

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