



PRESS RELEASE  
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**20,000 LOW-INCOME NYC YOUTH TO BENEFIT FROM E-WASTE COMPETITION  
SPONSORED BY VALIANT TECHNOLOGY AND ISO 14001 CERTIFIED, NONPROFIT,  
PER SCHOLAS, INC.**

New York, NY April 2, 2009 – Valiant Technology in association with Per Scholas, Core 77, Metropolis Magazine, SoHo Reprographics, and The Architect's Newspaper has launched **“Design The 4th BIN” a competition aimed at designing the next generation’s E-waste logo and an E-waste Bin that can be utilized to collect electronic equipment throughout the New York City area.**

The winning logo will be released as a public domain/creative commons design. The winning emblem will gain significant exposure making it as familiar as the möbius strip, found on every recycling bin for paper and plastic.

The winning bin is intended as inspiration for the next generation E-waste collection system in New York City, to help building owners, businesses and residences comply with the new laws going into effect in 2010 restricting the disposal of electronic waste.

The proceeds generated from the competition will go directly to benefit **Per Scholas’ 20,000 Children By 2012 Campaign**. The “20,000 Children by 2012” Campaign is an augmentation of Per Scholas’ Comp2Kids Program which provides students and teachers in selected low-income middle schools with a personal home computer along with technology training. The Comp2Kids Program helps children to achieve a more successful educational experience by connecting them to 21<sup>st</sup> Century skills which are crucial not just for academic success but for professional advancement as well.

**Comp2Kids** is a program of **Per Scholas, an ISO 14001 Certified, 501(c)3 nonprofit social venture** who brings the advantages of computer technology to low-income communities. Since 1995 they have distributed over 72,000 computers at the lowest possible price, trained over 2,400 community residents to begin profitable careers as A+ Certified computer technicians and recycled thousands of tons of computer equipment, all while bringing nearly \$6M in economic activity to the poorest Congressional District in the country.

To learn more about the “Design The 4th BIN” competition please visit the website at [www.4thbin.org](http://www.4thbin.org) or contact John Kirsch at 646-775-2771. For Per Scholas inquiries, please visit the website at [www.perscholas.org](http://www.perscholas.org) or contact Jessica Leavitt at 718-772-0662.

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