

Trevelino/Keller's Green Tech Practice Adds Redeem Account

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ATLANTA—**Trevelino/Keller Communications Group** has added recycling company **Redeem** to its GreenWorks practice. Based in Scotland with North American headquarters in Atlanta, Redeem advances environmental responsibility by collecting, recycling and reusing used print cartridges and mobile phones, 90 percent of which otherwise end up as toxic waste. Initially, Redeem is tasking the agency with introducing its recycling-based fundraising programs to both large and small nonprofit organizations. Redeem has partnered with United Way of Metropolitan Atlanta on a phone collection drive involving at least 60 companies called Bring Your Phone to Work Day.

“We choose to work with Trevelino/Keller because of its reputation for creativity and proven success with its GreenWorks clients,” says Victoria Christensen, North American general manager. “Redeem offers environmentally advanced programs that have achieved record-breaking growth in the U.K., and we are confident that Trevelino/Keller has exactly what it takes to translate our success to the North American market.”