Quick Messaging Phone Designed with Environmentally Conscious Consumers in Mind

DALLAS, /PRNewswire/ -- AT&T and Samsung Telecommunications America today announced the upcoming availability of the Samsung Evergreen, a quick messaging phone built with 70% recycled post-consumer plastics and packaging that utilizes 80% recycled post-consumer paper.

Samsung Mobile announced it will donate $1 for every Samsung Evergreen device sold, with a maximum donation of $100,000, to the non-profit organization Cell Phones for Soldiers®.

The Evergreen will be available beginning November 7 at AT&T company owned stores nationwide or at AT&T for $29.99 after $50 mail-in rebate (pay $79.99 and after mail-in rebate receive $50 AT&T Promotion Card. A two-year agreement and $20 a month messaging or combination of messaging/data plan required).

The Evergreen meets strict RoHS standards (Restriction of Hazardous Substances Directive)(1), including being free of PVC(2), BFR(3) and Beryllium and is powered by an Energy Star Version 2.0 qualified energy efficient charger (level V) with standby power loss less than 0.03W and an energy efficiency of less than 75 percent.

The Evergreen's packaging is made from 80 percent recycled post-consumer paper, uses soy ink and is 100 percent recyclable (4). Inside the box, customers will find a CD, replacing the traditional paper user guide, with information on an interactive tutorial, the phone's user manual, games & apps and AT&T's recycling program.

In addition, the device features eco-oriented wallpaper and ringtones. To celebrate the launch of the Evergreen, Samsung Mobile announced it will donate $1 for every device sold, with a maximum donation of $100,000, to the non-profit organization Cell Phones for Soldiers®.

Cell Phones for Soldiers was founded by teenagers Robbie and Brittany Bergquist from Norwell, Mass., with $21 of their own money. Since then, the registered 501(c)(3) non-profit organization has raised millions of dollars in donations and distributed millions of prepaid calling cards to soldiers serving overseas.

1) Restriction of Hazardous Substances Directive, 2002/95/EC as amended. (2) Polyvinyl chloride (PVC). (3) Brominated flame retardants (BFR). (4) Recycling programs for the Evergreen and packaging may not exist in all areas.

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