

NEW YORK, Oct. 11, 2013 /PRNewswire/ -- Everyone is talking about going green, and what better way to save paper than by utilizing mobile?

QWASI Inc. is sponsoring a green initiative event hosted by the Bra Recycling Agency (B.R.A.™) and Girl Scouts of Nassau County at the Broadway Mall in Hicksville NY on October 23rd from 5-7pm

The Girl Scouts of Nassau County (GSNC) has partnered with the B.R.A.™ to teach girls the value of recycling bras to benefit breast cancer research and the environment. The girls at the launch event will compete to make the best PSA on the importance of recycling. The best entry will be featured on the GSNC and B.R.A.™ website, YouTube channel, and Facebook pages. The winner will be decided via Text2Vote, provided by QWASI. "If you don't make it fun, Green is Dead," reports founder Kathleen Kirkwood. "We did not want to make recycling a chore; with Text for Info and Text2Vote, we are certain to have full participation from the girls, which ultimately, produces a successful program, and lots-of-recycled bras; thanks to QWASI for providing this leading technology to such a Grass Roots Community Effort."

Traditional paper votes can waste both time and resources. Votes at the event will be sent in via SMS and automatically tabulated through QWASI's AIM Platform. From there, the results are easily viewable in real-time to make the winner announcement a speedy and seamless process. No handing out and collecting ballots, no scrambling to find pens, no counting and recounting the votes – just simple and effective mobile technology.

"Today's Girls live in the world of mobile technology, and using Text2Vote is going to bring a

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new dimension to this event," said Donna Ceravolo, Executive Director and CEO of Girl Scouts of Nassau County. "We thank QWASI Inc. for their support of B.R.A. program."

Girl Scouts of Nassau County (GSNC) is the preeminent leadership development organization for girls, with almost 20,000 girl and 7,000 adult members across Nassau County

. GSNC is a leading authority on girls' healthy development. Girl Scouting builds girls of courage, confidence, and character, who make the world a better place. For more information on how to join, volunteer, reconnect with, or donate to Girl Scouts of Nassau County

, visit

www.gsnc.org

or contact

Donna Rivera-Downey

at 516 741-2550.

B.R.A.™ Bra Recycling Agency provides bra and intimate Recycling Collection Bins, Recycling Envelopes and Brand "certifications," along with marketing tools. Consumers register to become a member and are provided with a BRAND SPONSORED coupon and/or link with A TEXT TO LINK promotion. Bras are recycled into carpet cushion and the metal is extracted & sold for a donation to breast cancer research. For more information go to [HTTP://BRARECYCLINGAGENCY.NCY.COM](http://BRARECYCLINGAGENCY.NCY.COM)

or e-mail info@bra

recyclingagency.com

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Contact: Madyson Spano, 713-331-0224, [Email](#)

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