

Call2Recycle® Launches First Household Battery Collection and Recycling Program in British Columbia



Carl Smith, President and CEO of Call2Recycle (centre), Canadian home improvement expert Shell Busey of the HouseSmart Referral Network (left), and the Honourable John Yap, British Columbia Minister of State for Climate Action, pose for a photograph after launching North America's first government-mandated recycling program for all household batteries at Stanley Park in Vancouver, B.C., on Tuesday, June 8, 2010. Call2Recycle is the only free battery and cell phone collection program in North America.

The Canadian Press Images PHOTO/Call2Recycle

VANCOUVER, June 8, 2010 – Call2Recycle today announced that British Columbians may now recycle any household battery at nearly 1,500 collection locations across the province. Call2Recycle® has collected more than 143,000 kilograms of rechargeable batteries in British Columbia since 1997, and the program was recently chosen as the first government-mandated collection program for all household batteries – including alkaline – by the British Columbia Ministry of Environment.

“Our voluntary battery collection program has been a resounding success within this province, and we are eager to see the public’s response to diverting even more batteries and cell phones out of community landfills under the expanded initiative,” said Carl Smith, president and CEO of Call2Recycle.

Call2Recycle is leveraging its relationships with 1,500 retailers, municipalities, businesses and public agencies to swiftly and efficiently collect batteries in the places that British Columbians live, work and shop.

“British Columbia is leading the way in promoting environmental stewardship by launching the first government-mandated household battery program in North America,” said John Yap, British Columbia Minister of State for Climate Action. “We fully support Call2Recycle’s efforts to recycle batteries and cell phones into new products and keep them out of our solid waste stream, which will help the environment and the economy.”

About Call2Recycle

Call2Recycle® is the only free battery and cell phone collection program in North America. Since 1994, Call2Recycle has diverted more than 25 million kilograms of rechargeable batteries from local landfills and established a network of 30,000 recycling drop-off locations. Advancing green business practices and environmental sustainability, Call2Recycle is the most active voice promoting eco-safe reclamation and recycling of rechargeable batteries and cell phones. Call2Recycle is operated by the non-profit Rechargeable Battery Recycling Corporation (RBRC). Learn more at call2recycle.ca or 877.2.RECYCLE.

**NEW BATTERIES AND STAINLESS STEEL PRODUCTS ARE MADE FROM THE PRECIOUS METALS RECOVERED FROM USED BATTERIES.
CELL PHONES ARE RECYCLED, REFURBISHED AND/OR RESOLD.
NONE OF THE BROKEN DOWN MATERIAL MAKES ITS WAY INTO LANDFILLS.**

