CONTACT: Contact Name

Company Name

Contact Phone

Contact Email Address

 **[Company Name] Invites [Community Name] to Take Action on Earth Day**

*Canadians Invited to Clean Out their Junk Drawers and Recycle their Batteries on April 22*

**[CITY, Date] –** In honor of Earth Day on April 22, [Company Name] is inviting community residents to recycle their batteries to keep them out of the local landfills and ensure the by-products are recycled and repurposed to create new products such as batteries, concrete and stainless steel.

[Include location-specific earth day event information or additional details about company’s overall sustainability programs here.]

[Company Name] has been collecting batteries and cellphones for recycling since [year]. [Company Name] serves as one of almost 30,000 collection sites for [Call2Recycle](http://www.call2recycle.ca/)®, Canada’s consumer battery stewardship and recycling program. Since joining the program in [199X or 20XX], [Company Name] has collected more than [total kgs of batteries collected] kgs of batteries. Rechargeable and single-use batteries weighing under 5 kg each will be accepted.

“Every year on Earth Day we highlight the importance of recycling batteries instead of throwing them in the trash,” said Joe Zenobio, president of Call2Recycle Canada, Inc. “By participating in the Call2Recycle program, [Company Name]publicly recognizes that battery recycling is one way everyone can help protect our environment for future generations. We join with [Company Name]inencouraging all Canadians to take action and recycle their batteries on Earth Day.”

Powering our increasingly mobile lifestyle, batteries are a long-lasting power source for many devices, including laptop computers, flashlights, toys, cellphones, digital cameras and cordless power tools. [Click here](http://www.call2recycle.ca/batteryjourney/) to learn about what happens to your batteries when they are recycled.

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**About [Company Name]**

**[Insert company boilerplate here]**

**About Call2Recycle Canada, Inc.**Call2Recycle Canada, Inc. is committed to protecting and preserving the environment through collecting and recycling consumer batteries. Founded in 1997, the not-for-profit organization works on behalf of stakeholders to provide its battery recycling program to consumers across Canada through 9,000 convenient drop-off locations. Visit [Call2Recycle Canada](http://www.call2recycle.ca/) and follow us on [Facebook](https://www.facebook.com/Call2Recycle/) or [Twitter](https://twitter.com/Call2Recycle).