**EXTERNAL Newsletter: Take Action on Earth Day**

[Earth Day](http://www.earthday.org) reports more than 2 billion acts of green have been performed to date, with a goal of 3 billion by the year 2020. What will be your act of green to celebrate Earth Day, April 22?

[COMPANY NAME] wants to inspire you take action this Earth Day and contribute to environmental change through small efforts at home and at work. One way to participate is to divert common objects, such as household batteries, from the landfill by recycling them. Hundreds of millions of used batteries often end up in a junk drawer or worse – in the trash – because many of us are unsure how to dispose of them.

This Earth Day join [COMPANY NAME] and Call2Recycle®, Canada’s consumer battery stewardship and recycling program, to collect and recycle your batteries at the [COMPANY NAME] collection sites. First, collect your household batteries under 5 kg. Then drop off your collected items at [RECYCLING LOCATION AT BUSINESS] or at one of Call2Recycle’s 3,600 drop-off locations found in its online [locator](http://www.call2recycle.ca/locator/).

Inspire others by posting a photo of you recycling using the hashtag #Call2Recycle or #LeadingtheCharge on social media.

Since [19XX OR 2XXX], [COMPANY NAME] has supported the Call2Recycle Canada program which offers a quick and easy solution for keeping batteries out of landfills and protecting our environment. Battery recycling is one way to make a big difference this Earth Day, and support the [COMPANY NAME] pledge to sustain our natural resources for future generations.

**INTERNAL Newsletter:** **One** **Simple Way to Make a Difference** **on Earth Day**

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[COMPANY NAME] wants to inspire you take action this Earth Day and contribute to environmental change through small efforts at home and at work. One way to participate is to divert common objects, such as batteries, from the landfill by recycling them. Hundreds of millions of used batteries and cellphones often end up in a junk drawer or worse – in the trash – because many of us are unsure how to dispose of them.

This Earth Day join [COMPANY NAME] and Call2Recycle®, Canada’s consumer battery stewardship and recycling program, to recycle your batteries at our collection sites. First, collect your household batteries under 5 kg. You can drop off your collected materials at [RECYCLING LOCATIONS AT BUSINESS] or at one of Call2Recycle’s 3,600 public drop-off locations found in its online [locator](http://www.call2recycle.ca/locator/).

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