CONTACT:

Contact Name

Company Name

Contact Phone

Contact Email Address

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

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

**[CITY, Date] –** In honor of Earth Day on April 22, [Company Name] is inviting community residents to recycle their batteries and cellphones 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.org/)®, North America’s first and largest consumer battery stewardship and recycling program. Since joining the program in [199X or 20XX], [Company Name] has collected more than [total lbs./kgs of batteries collected] pounds of batteries. Rechargeable [and Single-Use Batteries] under 11 lbs. (5 kg) will be accepted.

“Every year on Earth Day we highlight the importance of recycling batteries instead of throwing them in the trash,” said Carl Smith, CEO & president of Call2Recycle, 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 consumers 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.org/explore-the-secret-life-of-batteries/) 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, Inc.**Call2Recycle, Inc. is committed to protecting and preserving the environment through collecting and recycling consumer batteries and cellphones. Founded in 1994, the not-for-profit organization works on behalf of stakeholders to provide its battery recycling program to consumers across the U.S. and Canada through almost 30,000 convenient drop-off locations. Visit [Call2Recycle](http://www.call2recycle.org/) for more information and follow us on [Facebook](https://www.facebook.com/Call2Recycle/) or [Twitter](https://twitter.com/Call2Recycle).