

CONTACT:

Briana Papa
Crenshaw Communications
646-502-3573
briana@crenshawcomm.com

Susan Antler
RBRCC
416-535-9210
santler@rbrc.ca

NONPROFIT CALL2RECYCLE MAKES DONATION TO KIDS HELP PHONE

*Nation's most comprehensive rechargeable battery and cell phone recycling program
contributes to counselling services for children in need*

TORONTO, March 12, 2009 – Call2Recycle[®], the nation's most comprehensive rechargeable battery and cell phone recycling solution, today announced a donation of \$12,750 to *Kids Help Phone*, a free, anonymous, national counselling, referral and information service for children and young adults. The cheque was presented to Mary Proulx, VP, Fund Development & Regional Operations for *Kids Help Phone* by Carl Smith, Chairman of the Board of the Rechargeable Battery Recycling Corporation of Canada (RBRCC).

The donation made by *Call2Recycle*, which has partnered with *Kids Help Phone* since 2007, will help sustain programming and services for young people served by the organization. In addition to donating a portion of the proceeds from the sale of refurbished phones it collects, *Call2Recycle* also works with the organization to foster grassroots involvement and encourage cell phone recycling. *Call2Recycle* has worked with *Kids Help Phone* to collect and recycle cell phones at local events and is in the process of developing a marketing kit to facilitate ongoing collections at future events.

"We are proud to aid Kids Help Phone's diligent efforts to provide children and young adults with an accessible support system," said Smith. "We hope that our contribution of a convenient and environmentally sound way to recycle cell phones will help continue these admirable services while also bettering the future of the planet."

Kids Help Phone provides immediate and anonymous professional help to children and young adults in approximately 3,000 Canadian communities every year. In 2008, *Kids Help Phone* supported children and youth in need more than 2.2 million times on the phone and online.

"The generous donation from *Call2Recycle* helps ensure that we're continuously able to help younger generations who are dealing with a range of issues, from bullying and abuse to dating and family life," said Proulx. "We look forward to leveraging our partnership with *Call2Recycle* to further our education

efforts about the importance of recycling cell phones, both within our network and with local communities we serve.”

Call2Recycle is a free and convenient way to recycle old cell phones and used rechargeable batteries found in cordless electronic products, such as laptop computers, digital cameras, cordless power tools, PDAs, mp3 players, camcorders and two-way radios. For more information and local *Call2Recycle* collections sites, call toll-free 877-2-RECYCLE or visit www.call2recycle.org.

#

About RBRC

Call2Recycle[®] is the industry’s first and only product stewardship program for rechargeable batteries. The nonprofit program is administered by the Rechargeable Battery Recycling Corporation (RBRC), a public service organization dedicated to rechargeable battery recycling. There are tens of thousands of retail, business and community collection locations enrolled in *Call2Recycle* through throughout the United States and Canada. More than 350 manufacturers and marketers of portable rechargeable batteries and products show their commitment to conserve natural resources and prevent rechargeable batteries from entering the solid waste stream by funding the *Call2Recycle* program. In pursuit of its mission, *Call2Recycle* also collects old cell phones, which are either recycled or refurbished and resold when possible with a portion of the proceeds benefiting select charities such as *Kids Help Phone*. For more information, call 877-2-RECYCLE or visit www.call2recycle.org.

About Kids Help Phone

This year marks Kids Help Phone’s 20th Anniversary. For the past two decades, Kids Help Phone has been at the forefront in providing help and hope through its phone and web counselling services, earning the respect and trust of kids across Canada. When young people feel like there’s nowhere to turn, when parents, schools and social services are unavailable, closed, backlogged or simply not accessible for any reason, Kids Help Phone is there. Young people know that when they reach out to Kids Help Phone, any time of the day or night, they’ll be connected with a professional counsellor who can provide immediate, kid-friendly insight, help and direction on a wide variety of issues relevant to youth.

Last year, Kids Help Phone counsellors connected with kids in almost 3,000 Canadian communities more than 2.2 million times. By continuing to reach out to kids in meaningful and innovative ways, Kids Help Phone will remain a trusted part of kids’ lives for many years to come.