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## **COGERNO PRESENTED NATIONAL RECYCLING LEADERSHIP AWARD BY THE RECHARGEABLE BATTERY RECYCLING CORPORATION**

### ***New Brunswick Organization Recognized for Rechargeable Battery Recycling***

**RIVIÈRE-VERTE, NB, April 23, 2008** – The Rechargeable Battery Recycling Corporation (RBRC), a nonprofit, public service organization dedicated to recycling used rechargeable batteries, has recognized the Commission de gestion enviro ressources du Nord-Ouest (COGERNO) with the 2007 “National Recycling Leadership Award” for its efforts in rechargeable battery recycling. The award was presented yesterday to Jean A. Bourque, General Manager, COGERNO, at the Municipal Building in Rivière-verte, NB.

COGERNO’s participation in RBRC’s *Call2Recycle* program has been instrumental in helping to develop a regional waste management strategy that is beneficial to the environment. The community’s involvement in the program has contributed to the collection of more than 2,600 pounds of rechargeable batteries since 2005. By promoting the program on its Web site, at trade shows and local events, through community workshops and to students at local schools, COGERNO was able to collect nearly 750 pounds of rechargeable batteries in 2006. In addition, COGERNO was the site of a public service announcement for RBRC featuring program ambassador Guy Lafleur.

“We are honoured to be recognized for our participation in *Call2Recycle*. The long-term results of the program make our efforts well worth it, and we hope that we will inspire other organizations to become more active in recycling rechargeable batteries and cell phones,” said Jean A. Bourque, General Manager, COGERNO.

“RBRC and COGERNO share a common goal to educate consumers on the importance of rechargeable battery recycling while providing convenient collection sites to encourage participation,” said Linda Gabor, Director of Marketing and Media Relations, RBRC. “We are proud to recognize COGERNO’s significant contributions to our mission of protecting the environment.”

The RBRC Recycling Leadership Awards recognizes outstanding *Call2Recycle* participants each year for their exceptional efforts in rechargeable battery recycling. The awards are divided into regional and national categories with four U.S. regional award winners and two national award winners – one from the United States and one from Canada.

RBRC's *Call2Recycle* program is available to communities and public agencies without any associated fees. There are currently more than 6,000 communities and public agencies enrolled in the program in the U.S. and Canada. For more information on implementing a recycling program, contact RBRC toll free at 877-2-RECYCLE or visit [www.call2recycle.org](http://www.call2recycle.org).

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## About RBRC

The Rechargeable Battery Recycling Corporation (RBRC) is a nonprofit, public service organization dedicated to rechargeable battery recycling. There are over 50,000 retail, business, and community collection locations enrolled in RBRC's rechargeable battery recycling program throughout Canada and the United States. RBRC is funded by more than 350 manufacturers and marketers of portable rechargeable batteries and products. RBRC's public education campaign and recycling program is the result of the rechargeable power industry's commitment to conserve natural resources and prevent rechargeable batteries from entering the solid waste stream. In pursuit of its mission, RBRC also collects old cell phones. Cell phones collected through the **Call2Recycle™** program will be recycling or refurbished and resold when possible with a portion of the proceeds benefiting select charities. Contributions or gifts to RBRC are not tax deductible. For more information, call 877-2-RECYCLE or visit [www.call2recycle.org](http://www.call2recycle.org).