

**** MEDIA ALERT ******A Simple Way to Be Greener and Reduce Waste this Environment Week:
Opt for Rechargeable Batteries**

Using rechargeable batteries is a simple step toward a greener lifestyle; so this Environment Week, try using them for the battery-powered devices in your home. Rechargeable batteries power many common portable electronics products including cell phones, cordless phones, cordless power tools, digital cameras, laptop computers, camcorders, PDAs, mp3 players, Blackberrys and remote control toys.

Rechargeable batteries can be charged up to 1,000 times. Depending on the frequency of use and how well the battery is handled and charged, that is equivalent to between two and five years of usage. This reduces how often you need to replace your batteries, a contributor toward reducing the amount of household waste you produce overall.

The Rechargeable Battery Recycling Corporation (RBRC), a nonprofit, public service organization dedicated to recycling used rechargeable batteries, offers the following simple tips for maximizing the battery life of your cordless electronic products:

- Follow the charging guidelines provided by the manufacturer, as each individual product has a specific initial battery charging time.
- Never return a fully charged battery to the charger for an extra boost. This will shorten the life of the battery.
- Let a discharged battery cool to room temperature before recharging.
- Recharge batteries only when they are near to fully discharged.

Rechargeable batteries can easily be recycled when they no longer hold a charge. RBRC's **Call2Recycle™** program is a free and convenient solution for recycling used rechargeable batteries and old cell phones. Consumers can simply drop their used rechargeable batteries and old cell phones in branded *Call2Recycle* collection boxes at participating retailers such as The Source by Circuit City, Canadian Tire, The Home Depot, Zellers, Sears and London Drugs. Call 1-877-2-RECYCLE or go to www.call2recycle.org for more information or to find a nearby collection site.

FOR MORE INFORMATION:

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