

20th Anniversary Messaging – Help us Celebrate!

This year Call2Recycle will celebrate 20 years of environmental excellence through the responsible collection and disposal of batteries. This milestone would not be possible if not for organizations like yours, which has helped us to collect and recycle more than 85 million pounds (39 million kilograms) of batteries in North America. Thank you for partnering with us!

As we draw closer to Call2Recycle’s anniversary date on March 21, we invite you to join us in the celebration by sharing this joint success with your key audiences—customers, partners, the public, or others as appropriate. To make it as simple as possible, we’ve assembled a number of elements that will be quick and easy for you to use. These include:



Press Release Headlines & Template

A press release template with three headline/subhead options. Of course you can create your own. **Please post the week of March 17.**

OPTION 1:

[ORG NAME] Commends Leading Battery Take-Back and Recycling Program for 20 years of Environmental Excellence
Recognizes Call2Recycle, Inc. on its Milestone Anniversary

OPTION 2:

[ORG NAME] Celebrates 20-Years of Environmental Excellence from Call2Recycle, Inc.
Battery take-back program has diverted more than 85 million lbs of batteries from landfills in North America

OPTION 3:

[ORG NAME] Honors #-Year Partnership with Call2Recycle, Inc.
Celebrates the 20th anniversary of North America’s largest battery take-back program

[CITY, STATE] (March xx, 2014) – [ORG NAME], _____, congratulates Call2Recycle, Inc., the first and largest battery stewardship organization, on its 20th Anniversary.

Established by five battery companies in 1994, Call2Recycle, Inc., originally named the Rechargeable Battery Recycling Corporation, pioneered the product stewardship movement through its efforts to establish a manufacturer-funded program to collect, transport and recycle rechargeable batteries. In the first year of the program being operational, 1.6 million



Recharging the planet. Recycling your batteries.™

pounds (over 725,000 kilograms) of batteries were recycled.

Twenty years later, with support from [ORG NAME] and more than ### other product and battery manufacturers, retailers and municipalities, Call2Recycle® has become the leading battery stewardship program in North America. Since its inception in 1994, Call2Recycle has diverted more than 85 million pounds (39 million kilograms) of batteries from local landfills. Call2Recycle is now highly-regarded, both domestically and internationally, as a model for successfully fulfilling product stewardship obligations.

In ####, to support corporate sustainability goals and ensure environmental compliance, [ORG NAME] partnered with Call2Recycle to ensure that proper disposal and recycling of batteries and battery-powered products manufactured by [ORG NAME].

“QUOTE TBD,” said [name, title]. “QUOTE TBD.”

About [ORG NAME]

[boilerplate copy here]

Social Media

Please post the week of March 17.

FaceBook posts - U.S.

- Congratulations to our friends at Call2Recycle for 20 years of recycling excellence! As North America’s first and largest battery stewardship program, Call2Recycle has collected and recycled more than 85 million lbs of batteries 1996.
- Over 85 million pounds of batteries collected since 1996. Congrats to Call2Recycle, Inc. for 20 years of recycling success
- 34,000 collections sites. 85 million lbs of batteries recycled. Happy anniversary Call2Recycle and congratulations on two decades of leadership in environmental responsibility!
- Congrats to Call2Recycle on 20 years of product stewardship excellence! We have been working with Call2Recycle for [X] years and look forward to many more

FaceBook posts - Canada

- Congratulations to our friends at Call2Recycle for 20 years of recycling excellence! As North America’s first and largest battery stewardship program, Call2Recycle has collected and recycled more than 39 million kilograms of batteries 1996.
- Over 39 million kilograms of batteries collected since 1996. Congrats to Call2Recycle, Inc. for 20 years of recycling success.
- 34,000 collections sites. 39 million kilograms of batteries recycled. Happy anniversary Call2Recycle and congratulations on two decades of leadership in product stewardship!



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Twitter/Tweets - U.S.

- Over 85 million lbs of batteries collected since 1996. Congrats @Call2Recycle for 20 years of #environmentalexcellence #productstewardship #Green
- @Call2Recycle, Thx for recycling batteries! Congrats on 20-yr. anniversary! #environmentalexcellence # productstewardship #Green

Twitter/Tweets - Canada

- Over 39 million kilos of batteries collected since 1996. Congrats @Call2Recycle for 20 years of #environmentalexcellence # productstewardship #Green
- @Call2Recycle, Thx for recycling batteries! Congrats on 20-yr anniversary! #environmentalexcellence # productstewardship #Green

Newsletter Text

Please post the week of March 17 if possible.

Newsletter text

In ####, [ORG NAME] partnered with Call2Recycle®, North America's first and largest battery stewardship program, to dispose of used batteries and keep them out of the waste stream. Over the past # years, this relationship has supported our corporate sustainability goals and, as a result, has helped reduce the company's impact on the environment, which is good for the planet.

While [ORG NAME] has been working with Call2Recycle for ## years, Call2Recycle is celebrating its 20th anniversary in March. Since its inception in 1994, this non-profit has recycled more than 85 million pounds/## kilos of batteries in North America. Through our partnership, [ORG NAME] has been able to be part of this success.

Congratulations to Call2Recycle, celebrating 20 years of product stewardship!