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## **CITY OF LOS ANGELES PRESENTED NATIONAL RECYCLING LEADERSHIP AWARD BY THE RECHARGEABLE BATTERY RECYCLING CORPORATION**

### ***General Services Department Recognized for Rechargeable Battery Recycling***

**LOS ANGELES, May 09, 2008** – The Rechargeable Battery Recycling Corporation (RBRC), a nonprofit, public service organization dedicated to recycling used rechargeable batteries, has recognized the City of Los Angeles' General Services Department with the 2007 "National Recycling Leadership Award" for its efforts in rechargeable battery recycling. The award was presented on May 9 to Karen Higgins, Manager, City Facilities Recycling Program, General Services Department and to Council Member Jan Perry, Council District 9, and Council Member Greig Smith, Council District 12.

Since joining the RBRC program in 2005, the City of Los Angeles has collected more than 39,000 pounds of rechargeable batteries through the **Call2Recycle** program, with more than 15,500 pounds collected in 2006 alone. The City of Los Angeles Department of General Services promotes recycling and waste minimization to all city departments, which encompass approximately 40,000 employees at more than 600 facilities through the following initiatives:

- Strategically-placed RBRC collection boxes in the lobbies of select city buildings for employees and the general public to recycle used rechargeable batteries
- RBRC collection boxes available for all City departments using rechargeable batteries
- Centralized collection of all Los Angeles Police and Fire Department rechargeable batteries from radios, cellular telephones, and other equipment, as provided by the City's Information Technology Agency
- "RecyclLetter" newsletter distributed via e-mail to all city departments as well as e-mail memos to the Recycling Coordinator in each department
- RBRC posters prominently displayed in City Hall South and RBRC flyers in select city hall buildings
- Annual Recycling Coordinator training sessions

“I am very proud that the *Call2Recycle* program has been recognized nationally as a leading environmental program,” Councilman Smith said. “Every battery that is recycled instead of put into a landfill is another step toward protecting our environment and our public health.”

“Not only are the recycling efforts of the City of Los Angeles commendable, but the efforts put forth to educate residents and city employees about the importance of rechargeable battery recycling are enormous as well,” said Linda Gabor, Director of Marketing and Media Relations, RBRC. “It is this kind of dedication that aids in the success of RBRC and our mission.”

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).