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SUMMERIZE YOUR TECH: TIPS TO MAXIMIZE BATTERY LIFE OF ESSENTIAL SUMMER ELECTRONICS

ATLANTA, May 19, 2009 – Memorial Day weekend marks the unofficial kick-off of the summer season, when Americans will pack their bags and embark upon annual getaways. Despite the economy, the American Automobile Association (AAA) forecasts that Memorial Day travel will increase this year, with 32.4 million Americans traveling to mark the holiday weekend. To make these trips as enjoyable as possible, portable electronics such as digital cameras, mp3 players, portable DVD players, laptop computers, PDAs and handheld gaming devices are among the necessary items to bring on these excursions. The rechargeable batteries in these products should be properly charged in order to maximize the battery life of the device and ensure that no moment of summer fun is missed.

Rechargeable batteries are an environmentally-friendly power source that offer consumers up to 1,000 charges before they need to be replaced. Depending on the frequency of use and how well it is handled, a rechargeable battery can last for up to five years – which means less consumption and less household waste production. When rechargeable batteries no longer hold a charge, **Call2Recycle**[®], the nation's most comprehensive rechargeable battery and cell phone recycling solution, provides a free and convenient way to properly dispose of them.

Call2Recycle offers consumers the following simple tips to help maximize the life of rechargeable batteries in portable electronics:

- Always follow the charging guidelines provided by the manufacturer. There are specific recommended charging times for each individual product that should be followed before the product is used for the first time.
- Never return a fully-charged battery to the charger for an extra boost. This will shorten the life of the battery.
- Never place a non-rechargeable battery in a battery charger.
- Do not leave a rechargeable battery in the charger when it is not charging.
- Let a discharged battery cool to room temperature before recharging.

- Recharge batteries only when they are close to being fully discharged.

“Gadgets and portable electronics help us stay connected when on the road, provide entertainment and capture the special moments of a vacation,” says Carl Smith, Chief Executive Officer, Rechargeable Battery Recycling Corporation (RBRC). “The battery life of these devices can be maximized by properly caring for and charging the rechargeable batteries, but when they eventually lose their charge, consumers should properly dispose of them by recycling.”

Administered by RBRC, *Call2Recycle* is the nation’s most comprehensive rechargeable battery and cell phone recycling solution. It offers 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, PDAs, cordless power tools, two-way radios, mp3 players and camcorders. For more information and to find local drop-off locations, visit www.call2recycle.org or call toll-free 877-2-RECYCLE. Find *Call2Recycle* on Facebook: [Call2Recycle](#)

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About *Call2Recycle*[®]

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 more than 30,000 *Call2Recycle* drop-off locations 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. For more information, call 877-2-RECYCLE or visit www.call2recycle.org.