

## **FOR IMMEDIATE RELEASE**

### **County's Battery Collection program nets Sustainability Award**

**Midhurst/February 23, 2022** – The County of Simcoe is being recognized as Call2Recycle®'s 2021 Leader in Sustainability, thanks to our resident's increased participation in the battery recycling program. The County collected 21,842 kilograms of household batteries at its five household hazardous waste depots and 45,535 kilograms during the curbside battery collection week through the Call2Recycle® program during 2021, making it one of the program's top-performing partners across six different provinces.

This is the first time that the County has received Call2Recycle®'s Leader in Sustainability Award. With this recognition, the County joins a celebrated group of major retailers, waste recyclers, municipalities, and businesses, setting a standard for organizational leadership in this area.

The County's Battery Collection program is vital to protecting the environment by keeping batteries, which contain harmful substances, out of garbage and landfills. Some batteries may also pose health and safety risks due to leaking or the potential for fire and explosion. For more information on the County's sustainable waste management programs, visit [simcoe.ca/dpt/swm](https://simcoe.ca/dpt/swm).

#### **Quotes**

"The County is pleased to receive the 2021 Leader in Sustainability Award from Call2Recycle®, which confirms our continued commitment to diversion and sustainable waste management practices. Our residents deserve credit for their continued participation in various waste collection programs, which work to conserve our landfills, prevent harmful materials from polluting our environment, and divert recyclable materials for reuse. Together, these efforts are having a substantial impact on protecting our environment for future generations."

– *George Cornell, County of Simcoe Warden*

"Each year, Canadians recycle more and more of their used batteries with Call2Recycle® thanks to the exceptional partnership of organizations like the County of Simcoe. Its commitment to sustainability and diverting batteries from the waste stream for reuse in new products is making a real difference. With the County's support, we have been able to achieve record collection targets year after year, helping to protect wildlife, the environment and our communities by keeping toxic metals out of landfill."

– *Joe Zenobio, President of Call2Recycle® Canada, Inc.*

#### **About Call2Recycle® Canada**

Call2Recycle® is the provincially-approved consumer battery collection and recycling program for British Columbia, Saskatchewan, Manitoba, Quebec, and Prince Edward Island, and operates as a registered Producer Responsibility Organization (PRO) in Ontario according to the Ontario Batteries Regulation. Call2Recycle® accepts household batteries (weighing up to 5 kg) for recycling and eMobility batteries used to power eBikes, eScooters, eHoverboards and eSkateboards.

#### **About County of Simcoe**

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at [simcoe.ca](https://simcoe.ca).

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Pictured: (L-R) Willma Bureau, Manager, Collections, Solid Waste Management, County of Simcoe Warden George Cornell, and John Williams, Contract & Collections Supervisor, Solid Waste Management receive the Call2Recycle®'s 2021 Leader in Sustainability Award on behalf of the County of Simcoe