



San Gabriel Valley  
Council  
of Governments



**CPSC**  
California Product  
Stewardship Council<sup>SM</sup>

## MEDIA ADVISORY

### San Gabriel Valley Launches Battery Recycling Campaign

Joint effort creates awareness and facilitates battery recycling

#### WHAT

Through a grant funded by the California Department of Resources, Recycling, and Recovery (CalRecycle), the San Gabriel Valley Council of Governments and the California Product Stewardship Council are working together to execute a campaign aimed at facilitating and encouraging battery recycling. This program aims to combat high rates of improper battery disposal. More than 30 local businesses in the San Gabriel Valley have become partners in this initiative through their function as battery drop-off sites. April 21st marks the official kick-off of the program and will include several presentations and an opportunity for media members to ask program facilitators and participating business-owners about the program.

#### WHY

According to CalRecycle, more than 500-million batteries are sold in California annually, but only one half of one percent (0.5%) are recycled. The campaign to encourage battery recycling has been made possible as a result of a grant provided by CalRecycle.

#### WHEN

Thursday, April 21  
10 a.m.

#### WHERE

Digitech Camera Repair  
447 W. Foothill Blvd.  
Monrovia, CA 91016

#### EXPECTED TO ATTEND

Heidi Sanborn, Executive Director, California Product Stewardship Council  
Nick Conway, Director, San Gabriel Valley Council of Governments  
Mary Ann Lutz, Mayor of Monrovia  
Tom Adams, Monrovia Mayor Pro Tem  
Becky Shevlin, Monrovia Councilmember  
John Berberian, Owner of Digitech Camera Repair  
Participating Business Owners and other Business Leaders

#### Media Inquiries

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