

2011 Annual Report

To

Manitoba Conservation

For the

Province of Manitoba

Submitted by Call2Recycle®

Operated by the Rechargeable Battery Recycling Corporation of Canada (RBRCC)



Recharging the Planet. Recycling Your Batteries.™

call2recycle®

Table of Contents

1. SUMMARY	2
2. COLLECTIONS	2
2.1 Collection Sites	2
2.2 Collection Targets	3
2.3 Collections by Chemistry	5
3. EDUCATION and PROMOTION	5
4. CONTINUOUS IMPROVEMENT	7
5. POLLUTION PREVENTION AND BEST MANAGEMENT PRACTICES	7
6. ORGANIZATIONAL REPORTS	8
APPENDIX A: RECHARGEABLE BATTERY STEWARDS (LICENSEES) OF THE RBRCC PROGRAM	9
APPENDIX B: PRIMARY BATTERY STEWARDS OF THE RBRCC PROGRAM	11
APPENDIX C: SAMPLES OF EDUCATION AND PROMOTION ACTIVITIES	12
APPENDIX D: FINANCIAL AUDITORS REPORT	21

1. SUMMARY

This 2011 annual report has been developed by Call2Recycle®, operated by the Rechargeable Battery Recycling Corporation of Canada (RBRCC), as required by Manitoba Conservation. This report covers waste management of primary and rechargeable batteries and cell phones that have been collected for the period beginning April 1, 2011 (the launch of the program) and ending December 31, 2011.

RBRCC has been appointed as the agency to meet producer obligations for battery manufacturers, manufacturers whose products contain batteries, and certain distributors and retailers of products as may be appropriate. A list of the organizations who support our program (licensees) has been provided in Appendix A and B of this report. Under this appointment, RBRCC's Call2Recycle program is charged with collecting dry cell batteries weighing less than five kilograms. RBRCC recovers batteries through four channels: retail, business, public agency and communities (municipalities). While we are not the appointed program to collect cell phones in Manitoba, we do receive them through our battery collections efforts.

This annual report should be reviewed in conjunction with the RBRCC approved plan dated August 1, 2010. A copy of that report is available on our website, call2recycle.ca/manitoba

2. COLLECTIONS

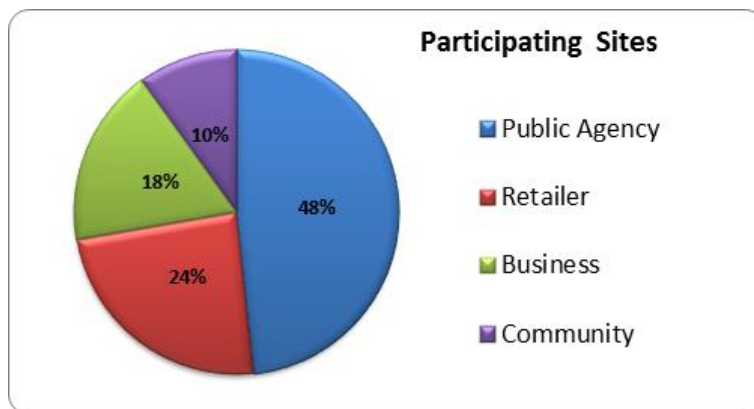
2.1 Collection Sites

Call2Recycle has established convenient collection systems around the province, with a focus on areas of greatest population density. Our collection sites are strategically selected. We combine public drop-off locations with private collection sites within organizations to maximize convenience and participation. Public collection sites are chosen for their proximity to consumers, as well as the likelihood that consumers will associate batteries with the location (e.g., an electronics store) and, in some cases, the existence of a prior battery and/or device return and exchange program within the location.

Our efforts to create partnerships with local businesses, municipalities, retail outlets and public agencies led to a significant increase in organizational participation in the Call2Recycle program. Call2Recycle had approximately 300 collection sites during 2011. Although we strive to locate collection sites to encourage participation, it is important to note that research into domestic and international battery recycling programs has shown that increases or decreases in the number of collection sites do not lead to proportional changes in the quantity of batteries collected. Therefore, it is not part of our collection site strategy to continuously increase the number of sites.

The charts below outline the various types of Call2Recycle collection sites and their representation as a percentage of our overall collection locations.

Participating Sites		
Segment	# of Sites	% Share of Total Sites
Public Agency	155	48%
Retailer	77	24%
Business	57	18%
Community	32	10%
Grand Total	321	100%



2.2 Collection Targets

Since 1999, Call2Recycle has collected and diverted 80,000 kilograms of batteries from landfills in the province of Manitoba (“Province”). Initially focused on rechargeable batteries, in April 2011, we began the all-battery collection program in the Province. In the months leading up to and immediately following, we prepared operationally by setting up collection site participants with new collection boxes and education on the additional types of batteries to collect. We also promoted the new program to participants through emails, outbound outreach and on-site promotional materials. In October 2011, we held a public launch event to officially announce the program to consumers (see Appendix C – Education and Promotion).

Call2Recycle’s battery and cell phone collections exceeded 24,000 kilograms in the Province in 2011. Of that total, 22,266 kilograms were collected in the nine-month period following the start of the all-battery program (April 1, 2011 to December 31, 2011.) While the Province’s

official cell phone recycling program, Recycle My Cell, is managed by the Canadian Wireless Telecommunications Association, consumers continue to deposit cell phones in Call2Recycle boxes. We received 1,037 cell phones this year (weighing 259 kg), a decline from 2010 that reflects the Province’s separate cell phone recycling program.

Across Canada, Call2Recycle experienced a 17 percent growth over the preceding year in the collection of rechargeable batteries. As the table below illustrates, the Call2Recycle program in Manitoba contributed significantly to that success. The table outlines collections in the Province for the full year, as well as the period after the all-battery program launch.

Type	2011 (Jan-Dec) Collections Kilos	2011 (Apr-Dec) Collections Kilos	2010 Collections Kilos	% Increase (Based on Full Year)
Primary (Single Use)	13,229	12,960	577	2,195%
Rechargeable	10,699	9,096	7,105	51%
Cell Phones	259	209	441	-41%
Total	24,187	22,266	8,123	198%

Our concerted efforts in promotion, relationship building with participant locations, and the ease of our seal-and-send collection kits contributed to the soaring increase in battery collections in the Province. While the jump in quantity is significant and we did surpass the rechargeable battery target, single-use collections did not match projected targets. It is important to note that establishing performance targets in this sector is a considerable challenge. Calculating the number of batteries collected as a percentage of battery sales is highly problematic due to a complex sales chain. As we can only estimate battery sales (by weight) into Manitoba, the collection targets we set forth in our original plan represented our approximation. Once the all-battery program has been in operation in the Province for two years, in 2013 we will be able to provide more realistic and accurate targets.

Another factor contributing to the shortfall in single-use battery collection is due to the fact that the public launch of the program was in October. Since the collection of single-use batteries was new to the program in 2011, public awareness was relatively low until this launch. We expect this awareness to increase with our continued promotion of the program.

The following table shows the original estimated and actual collections rate targets for the nine months that the all-battery program was in place.

Battery Type	2011 Collection Rates (Apr – Dec) Weight in Kilograms	
	Targets	Actual
Single-use	38,250	12,960
Rechargeable	6,750	9,096
Total	45,000	22,266

2.3 Collections by Chemistry

Call2Recycle measures its performance on the amount it collects as well as the amount of reclaimed material from each battery that can be used in secondary products. In 2011, Call2Recycle increased its reclaimed battery content by more than 300% over the previous year. Below is a summary of the Province’s battery collections by chemistry (in kilograms) through the Call2Recycle program over the last five years:

	2011	2010	2009	2008	2007
Ni-Cd	4,690	3,797	4,013	4,667	3,680
Ni-Mh	1,398	1,021	997	630	369
Li-Ion	2,084	1,241	1,087	552	187
SSLA	2,527	1,046	907	763	502
Primary	13,229	577	249	191	72
Total	23,928*	7,682	7,253	6,802	4,809

*Total collection amount does not include cell phones and is based on the full year.

3. EDUCATION and PROMOTION

Call2Recycle’s mission, unchanged since 1994, is to collect and recycle as many batteries as possible. We recognize that public awareness of the program and of our numerous drop-off locations is a key success factor in achieving higher drop-off rates. Thus, for the nine months ending December 31, 2011, Call2Recycle’s direct expenditure on education and promotion of the all-battery program was approximately \$70,000 – ahead of projected values. We employed an integrated, multi-pronged approach, outlined below, to raise awareness of the importance and convenience of battery recycling in Manitoba. Samples of some of the promotional materials and coverage of the program are provided in Appendix C.

All-Battery Program Launch

The highlight of the Call2Recycle program in Manitoba this year was the launch of the all-battery recycling program in the Province. We began the year preparing for an operational “soft launch” of the program in April. We informed collection participants of the new program and requirements via email and outbound calling campaigns and distributed new materials and

collection kits. We also partnered with Green Manitoba to establish recycling participation with municipal and crown corporations.

On October 17, in conjunction with Waste Reduction Week, we hosted an official public launch. With media and Manitoba residents in attendance, Premier Greg Selinger announced the all-household battery collection program. Call2Recycle ambassadors – hockey legends Dale Hawerchuk and Bobby Hall, and sports announcer Rod Black – promoted our free, simple and responsible recycling program to potential organizational partners and consumers. The event received considerable coverage in the media.

To further support the launch, we also conducted the following promotional activities:

- Print advertising in Winnipeg Free Press and community newspapers
- Web advertising on various sites
- Radio and television appearances by our ambassadors
- Distribution of promotional items
- Social media promotions on Facebook and Twitter
- Regular email blasts
- Monthly newsletter to individuals who opt in

Ongoing Promotion

To encourage consumer participation in the Call2Recycle program, we employed a two-tiered approach to promotion. We recognize that collection site operators are the linchpin of a successful battery recycling program. Recruiting, educating and encouraging them is critical to the program's success so we continually reach out to this target group, while also participating in more broad-based awareness raising activities targeted at consumers. This year we:

- Developed promotional materials (bookmarks, window decals) distributed through public libraries;
- Attended various trade shows throughout the year (e.g. SourceFest, Manitoba Association of Regional Recyclers);
- Produced consumer-targeted print ads for local newspapers and magazines
- Sponsored the popular Old Timer's Hockey Tour, including the annual game with youth in Winnipeg
- Responded to participant and customer inquiries through our active Customer Service Team.

Call2Recycle's awareness activities also directed consumers to our website, which features program information, interactive games, recycling resources and links, FAQs, a feedback mechanism and a handy search tool to help them find the drop-off locations nearest them.

Government Relations

Call2Recycle strives to be a valued partner to the Province, working with Green Manitoba to support its mission to create a greener and cleaner Manitoba. We are continually fostering and strengthening relationships with government partners to sustain the long-term success of the battery recycling program in the Province. This year, we:

- Attended the Association of Manitoba Municipalities show in Brandon in November to raise awareness and encourage participation by partners
- Presented at the Producer Responsibility Organization (PRO) trade show and attended PRO meetings throughout 2011
- Participated in regular meetings with Green Manitoba
- Provided a \$3,000 sponsorship of Green Manitoba's Eco Calendar

4. CONTINUOUS IMPROVEMENT

Call2Recycle is committed to continuously improving the performance of our battery recycling program.

To encourage participants to ship full drop-boxes and reduce greenhouse gas emissions from transport of partially full boxes, we conducted ProjectMax, a study into the design of our boxes. The study resulted in modifications to encourage full shipments and maximize the impact of our Call2Recycle drop box program.

We persist in exploring possibilities for automating sortation of collected batteries. At present, no providers domestically or internationally have the capability to sort collected batteries in a fully automated manner. As part of our research and development initiatives, however, we continue to meet with international recyclers and to visit overseas sortation plants to share best practices and identify and incorporate any advances into our own processes.

5. POLLUTION PREVENTION AND BEST MANAGEMENT PRACTICES

The Province abides by the pollution prevention and best management practices that have been formalized in the Manitoba Product Stewardship for End-of-Life Electrical and Electronic Equipment. The common three-pronged approach—reduce, reuse, recycle—is undoubtedly less applicable to batteries than it is to many other materials and products, such as cell phones. Of the thousands of batteries Call2Recycle sent to recycle, none were sufficiently fit for reuse, and RBRCC does not promote the reduction of use of batteries. Thus, recycling is the most practical and viable means of keeping toxic waste from entering landfills and giving reclaimed materials a second life. The Call2Recycle program is able to efficiently and cost-effectively send batteries of all sorts for recycling.

Our battery processors have passed a rigorous selection process that ensures they comply with applicable environmental, health and safety, and transportation regulations. We continually monitor each processor to ensure competitive pricing and an ability to adapt to increases in capacity. Through this efficient system, valuable minerals such as nickel, iron, cadmium, lead, and cobalt are extracted and prepared for re-use in new products.

For cell phones, the Call2Recycle program first seeks to refurbish the units and, if not able to refurbish, recycles them. Approximately 90% of the cell phones collected are refurbished. Material not refurbished is sent overseas as per the requirements of the Basel Convention.

6. ORGANIZATIONAL REPORTS

A condensed financial report and auditors statement can be found in Appendix D. For a copy of our Annual Report visit www.call2recycle.ca/annual-report/

If additional information is required please contact our Chief Financial Officer at gbroe@call2recycle.org

APPENDIX A. RECHARGEABLE BATTERY STEWARDS (LICENSEES) OF THE RBRCC PROGRAM

3M COMPANY - OH&ES DIVISION
A&M ELECTRICAL
ACCESS BATTERY & POWER SYSTEMS
ACER SERVICES CORP
ADVANCE BATTERY SYSTEMS, INC.
AIPHONE CORPORATION
ALEXANDER TECHNOLOGIES EUROPE, LTD
ALLIED INTL TOOL
ALLSTAR MARKETING
ALLTRADE TOOLS
AMERICAN LAWN MOWER COMPANY
AMPTECH
ANDIS COMPANY
ANTON/BAUER INC.
AONENG ELECTRICAL APPLIANCES
APPLE
APPLICA
APPLIED POWER INC.
ARROW FASTENER
ATICO INTERNATIONAL USA INC
AVEX ELECTRONICS CORPORATION (DUPLICATE)
AVT INC.
BATTERIES PLUS LIMITED
BATTERY SPECIALTIES
BISSELL
BLACK & DECKER CORPORATION
BRAUN INC.
BYD BATTERY (USA) CO.
CANADIAN TIRE CORPORATION INC.
CANON U.S.A. INC.
CAR-GO-BATTERY CO.
CASIO HITACHI MOBILE COMM
CASIO INC.
CENTURION INTERNATIONAL INC
CHERVON N.A.
CONAIR CORP.
DC BATTERY PRODUCTS
DELL
DIGI-KEY CORPORATION
DORCY INTL INC
DOUGLAS QUICK CUT
DU-BRO PRODUCTS INC.
DURACELL (P & G)
ENERGY SALES
ENGINEERED ASSEMBLIES
EPSON AMERICA INC.
EUREKA CO.
EVEREADY BATTERY CO.
EVERGREEN (C.P.) USA, INC.
EXCEL BATTERY
FCI USA, INC./FRAMATONE
FEDCO ELECTRONICS INC.
FREIGHT SECURITY NET
FRESHBATTERY.COM
FUJI PHOTO FILM USA INC.
FUJIMIC INC
FUJITSU COMPUTER SYSTEMS
GARRITY INDUSTRIES INC
GATEWAY INC
GEMINI INDUSTRIES, INC.
GENERAL DYNAMICS ITRONIX
GLJ LLC / 02 COOL
GP BATTERIES (HONG KONG)
GP BATTERIES (USA)
GREAT BATCH LTD
GREAT POWER
HEWLETT-PACKARD COMPANY
HIGH TECH COMPUTER
HITACHI-KOKI USA LTD.
HOBBICO
HOT-SHOT PRODUCTS CO., INC.
HOUSE OF BATTERIES
HUNAN CORUN HI-TECH CO LTD (RADIO SHACK/VTECH)
ICOM AMERICA INC.
IDX TECHNOLOGY
INTEC INDUSTRIES CO, LTD
INTERACTIVE SAFETY PRODUCTS
IOTA ENGINEERING COMPANY
ITECH
ITW PASLODE
IWATSU AMERICA INC.
JB ENERGY (HK) LTD.
JIANGSU HIGHSTAR CHEMICAL
JVC CORPORATION (U.S.)
KENDALL COMPANY LP
KENSINGTON COMPUTER PRODUCTS
KENWOOD AMERICAS CORPORATION
LEICA CAMERA
LENMAR
LENOVA/IBM
LG ELECTRONICS
LUMEDYNE INC.
MAG INSTRUMENT INC.
MAKITA U.S.A. INC.
MATSUSHITA ELECT. CORP.

MAX COMPANY LTD
MEGATECH INTERNATIONAL
MERITOOL
MICROSUN TECHNOLOGIES
MILWAUKEE ELECTRIC TOOL CORP.
MITSUBISHI DIGITAL ELECTRONICS
MOTOROLA INC.
MOXIA ENERGY
MPC COMPANY
MULTIPLIER INDUSTRIES CORP. - (PURCHASED
BY UNIROSS)
NABC
NATIONAL POWER
NIKKO AMERICA INC.
NORELCO CONSUMER PRODUCTS CO.
NORMARK INNOVATIONS
NOVATEL WIRELESS, INC
OLYMPUS AMERICA INC.
OOMA, INC
P&G (TAC FACILITATED)
PENTAX TECHNOLOGIES CORP
PHYSIO-CONTROL CORPORATION
PORTER-CABLE CORP.
POWER PRODUCTS
POWERGENIX SYSTEMS, INC
PRO TEAM, INC
PROFESSIONAL DENTAL TECHNOLOGY
PROFESSIONAL TOOL PRODUCTS
PROGRESSIVE TECHNOLOGIES INC.
PROMARK ELECTRONICS DIVISION
QUALITECH
QUANTUM INSTRUMENTS INC
RAYOVAC/REMINGTON - SPECTRUM BRANDS
RESEARCH IN MOTION
RESISTACAP INC.
RIDGE TOOL COMPANY
RONWAY BATTERY CO LTD (MCNAIR) - VTECH
ROYAL APPLIANCE MFG. CO.
RYOBI NORTH AMERICA INC
SAFT AMERICA INC
SAMSUNG
SANYO ENERGY (U.S.A.) CORP
S-B POWER TOOL COMPANY
SEARS
SHENZHEN ELITE ELECTRONIC CO., LTD
SIGMA
SNAP-ON INCORPORATED
SOLARIS SCIENTIFIC, LLC
SONY ELECTRONICS INC
SOUTHWEST ELECTRONICS ENERGY
SPM/MICRO POWER ELECTRONICS
STANLEY TOOL (BYD)


STARLIGHT VIDEO
STREAMLIGHT INC.
STRYKER
TANDY CORPORATION
TECHTRONIC APPLIANCES HK LTD
TECHTRONIC INDUSTRIES CO LTD
TELEDYNE WATER PIK
TERRALUX INC
TERRATEK INC
THE HOOVER COMPANY (PURCHASED BY TTI
NA)
THE STANLEY WORKS
THOMSON CONSUMER ELECTRONICS
TNR TECHNICAL INC.
TOCAD AMERICA INC.
TOSHIBA AMERICA INC
TRINITY PRODUCTS INC.
TRUMPF POWER TOOLS
UNIDEN AMERICA CORPORATION
UNIROSS
UNIVERSAL POWER GROUP
UT STARCOM
VARTA BATTERIES INC
VENONOM RACING
VERNIER SOFTWARE
VICTORY CINEVIDEO
VTECH COMMUNICATIONS LTD
W & W ASSOCIATES
WAHL CLIPPER CORP.
XUZHOU ENERGY ELECTRONICS CO

APPENDIX B. PRIMARY BATTERY STEWARDS (LICENSEES) OF THE RBRCC PROGRAM

DURACELL CANADA (PROCTER & GAMBLE)
ENERGIZER CANADA
KODAK CANADA
PANASONIC NORTH AMERICA, INC.
RAYOVAC CANADA (SPECTRUM BRANDS)
SONY CANADA
THE SOURCE

APPENDIX C: SAMPLES OF EDUCATION AND PROMOTION ACTIVITIES

Advertisements



**Recycle Batteries
with Call2Recycle**

Manitobans can now recycle all household batteries at locations throughout the province.

For more information and to learn how to participate visit call2recycle.ca/manitoba or call **1-888-224-9764**.

Recharging the planet. Recycling your batteries.™ **call2recycle**



It's Free and Easy!
Recycle your batteries and cell phones.

For more information or to find a drop-off location near you visit call2recycle.ca/mbecocal or call **1.888.224.9764**.


Recharging the planet. Recycling your batteries.™ **call2recycle**®



Booth at the Association of Manitoba Municipalities Show, Brandon MB.



Co-Branded Winnipeg Library Call2Recycle Poster and Bookmark



Recycle your batteries and cell phones here!

Bring in batteries weighing up to 5 kgs and any used cell phones for drop off in our collection box.

For more information visit us at call2recycle.ca.



Products with recyclable batteries

Recharging the planet. Recycling your batteries.™



Check it out!

Recycle your batteries and cell phones.

Visit call2recycle.ca or call **1.877.273.2925** for more information and to find a drop-off location near you.



Products with recyclable batteries

Play a role in preserving the environment through safe, convenient battery and cell phone recycling.

Call2Recycle® specializes in collecting batteries and cell phones through an easy all-inclusive service that is free to consumers and program participants. Bring in batteries weighing up to 5 kgs and any cell phones and drop them off in our collection box.

Recharging the planet. Recycling your batteries.™



Winnipeg Public LIBRARY 
is a proud participant of the Call2Recycle® program



Shell Busey's HouseSmart Referral Network is a leading source of trust, credibility and referral for consumers and companies within the home improvement industry. We partnered with Shell's HouseSmart Referral Network to leverage its reputation and its reach to a vast network of contractors, manufacturers and distributors, as well as individual consumers. Shell and his team provided Call2Recycle with the following services and support:

- Frequent mentions of Call2Recycle's battery recycling and collection program on Shell's syndicated radio program throughout every major market in Western Canada;
- The use of Shell's persona in advertising and promotional efforts. Shell has recorded voice messages and radio PSAs for Call2Recycle;
- Promotion of Call2Recycle's program as well as links to www.call2recycle.ca on the [HouseSmart Referral Network website](#).



Media Alert – Photo/Video/Interview Opportunities

Call2Recycle Scores One for the Environment with Bobby Hull and Dale Hawerchuk

Event to Launch an All Household Battery Collection and Recycling Program in Manitoba

WINNIPEG, October 14, 2011 – [Call2Recycle](http://call2recycle.ca)® launches all household battery collection and recycling program. Manitobans may now recycle any household battery at more than 300 collection locations across the province. Call2Recycle has collected more than 72,000 kilograms of rechargeable batteries in Manitoba since 1997, and the program was recently chosen as the Manitoba collection program for all household batteries – including alkaline – by Manitoba Conservation and Green Manitoba.

What: Launch of all household battery collection and recycling program in the province of Manitoba. Open to the public. Bring a battery for recycling and be rewarded with an autograph from our ambassadors. One autograph per person. Photo postcards provided. No other memorabilia allowed.

Who: Bobby Hull and Dale Hawerchuk, Hockey Legends and former Winnipeg Jets
Rod Black, Canadian Sportscaster
Joe Zenobio, Executive Director, Call2Recycle
Government Spokesperson

Where: 201 Portage Ave., Corner of Portage and Main, Winnipeg, Manitoba

When: Monday, October 17 at 12:00 noon (autograph signing till 1:30pm)

To find a battery drop-off location near you or to learn how your company or organization can participate in the Call2Recycle program, visit call2recycle.ca or call 1-888-224-9764.

About Call2Recycle

Call2Recycle is the only free battery and cell phone collection program in North America. Since 1994, Call2Recycle has diverted more than 25 million kilograms of rechargeable batteries from local landfills and established a network of 30,000 recycling drop-off locations. Advancing green business practices and environmental sustainability, Call2Recycle is the most active voice promoting eco-safe reclamation and recycling of batteries and cell phones. Call2Recycle is operated by the non-profit Rechargeable Battery Recycling Corporation (RBRC). Learn more at call2recycle.ca.

###

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Rachel Morgan
Manitoba Government
Media Contact
Rachel.Morgan@leg.gov.mb.ca

**Score One for our Environment.
Recycle your batteries.**

Join Call2Recycle® for an exciting event with Hockey Legends **Bobby Hull** and **Dale Hawerchuk**. Celebrate the kick-off of our all battery recycling program in Manitoba. Sports announcer **Rod Black** hosts the festivities.

Bring a battery for recycling and be rewarded with an autograph from our ambassadors. One autograph per person. Photo postcards provided. No other memorabilia allowed.

**Corner of Portage & Main, Winnipeg
Monday, October 17 at 12:00 noon
Autograph signing until 1.30**



call2recycle.ca/manitoba
Recharging the planet. Recycling your batteries.™ **call2recycle**

Dale Hawerchuk Bilingual Autograph Postcard for All-Battery Event Launch



call2recycle **appelàrecycler**

Bobby Hull and Dale Hawerchuk Promoting

**SCORE ONE FOR OUR ENVIRONMENT.
RECYCLE YOUR BATTERIES.**

You can now recycle all household batteries and cell phones through **Call2Recycle®**. Drop off locations are available throughout Manitoba at participating retailers and community locations.

It's free and easy. Visit **call2recycle.ca** or call **1.888.224.9764** for more information or to find a drop off location near you.

call2recycle® Recharging the planet. Recycling your batteries.™

**MARQUEZ UN POINT POUR NOTRE PLANÈTE.
RECYCLEZ VOS PILES.**

Vous pouvez maintenant recycler toutes les piles domestiques et tous les téléphones cellulaires grâce à **AppelàRecycler®**. Vous trouverez des points de collecte partout au Manitoba chez les détaillants participants et dans les lieux communautaires.

Recyclez, c'est gratuit et facile! Pour obtenir de plus amples renseignements ou pour connaître les points de collecte près de chez vous, visitez le **appelarecycler.ca** ou téléphonez au **1.888.224.9764**.

Recharger la planète. Recycler vos piles.™ **appelàrecycler**®

Bobby Hull and Dale Hawerchuk Promoting

Manitoba All-Battery Launch on Breakfast Television



Manitoba All-Battery Launch on CTV



Manitoba All-Battery Official Launch



Former Jets recharge at battery recycle call

▶ Find a place to recycle your old batteries at call2recycle.ca



ELISHA DACEY
@METRONEWS.CA

Don't know where to take your old batteries once they're done? Try the library.

Former Winnipeg Jets Dale Hawerchuk and Bobby Hull stood in the whipping wind near Portage and Main yesterday to put a face to the province's Call2Recycle program.

The program, launched earlier this year, features

numerous recycling stations in various private and public buildings that allows people to dispose of their smaller household batteries and cellphones for free.

Anyone who brought an old battery to be recycled to 201 Portage Avenue yesterday received an autographed photo from one of the former Jets.

For more information or to find a place to recycle your batteries, visit call2recycle.ca.



ELISHA DACEY/CTV

▶ Bobby Hull, left, and Dale Hawerchuk share a laugh at the Call2Recycle autograph session.

TUESDAY
MARCH 14, 2012

Winnipeg Free Press



▶ Winnipeg's Bobby Hull and Dale Hawerchuk wave at Portage and Main on Monday to kick off a Call2Recycle event to celebrate Waste Reduction Week.

Chey brokered No. 9 deal Acted as go-between when Kane asked for Hull's digit

By Tom Ichniowski
JAMES CHEY, a former Winnipeg Jets general manager, brokered a deal between the Winnipeg Jets and the Chicago Blackhawks for the No. 9 deal between the two teams. Chey, who was general manager of the Jets from 2005 to 2009, acted as the go-between between the two teams. He was instrumental in getting the deal done, which saw the Blackhawks acquire Bobby Hull's number 9 jersey from the Jets.

When Bobby Hull asked for the No. 9 jersey, Chey was the one who brokered the deal. He was instrumental in getting the deal done, which saw the Blackhawks acquire Bobby Hull's number 9 jersey from the Jets.

When Bobby Hull asked for the No. 9 jersey, Chey was the one who brokered the deal. He was instrumental in getting the deal done, which saw the Blackhawks acquire Bobby Hull's number 9 jersey from the Jets.

When Bobby Hull asked for the No. 9 jersey, Chey was the one who brokered the deal. He was instrumental in getting the deal done, which saw the Blackhawks acquire Bobby Hull's number 9 jersey from the Jets.



Bobby Hull

"If the young man wants to forge his career here in Winnipeg and wear my number, all the more power to him"
—Bobby Hull on Bobby Kane



PREMIER OF MANITOBA

Legislative Building
Winnipeg, Manitoba CANADA
R3C 0V8

January 18, 2012

Joe Zenobio
Executive Director
Call2Recycle
4576 Younge Street, Suite 606
Toronto ON M2N 6N4

Dear Mr. Zenobio,

I am writing to thank you and all of the members of Call2Recycle for the thoughtful gift.

It was a pleasure to have had the opportunity to participate in the launch of Manitoba's All Battery Recycling Program this past October. Our government recognizes the importance of recycling programs and their benefit to the environment and communities alike.

Once again, thank you for your hospitality and the photos. I look forward to working with you in the future.

Sincerely,

A handwritten signature in black ink that reads "Greg Selinger".

Greg Selinger

APPENDIX D: FINANCIAL AUDITORS REPORT

RECHARGEABLE BATTERY RECYCLING CORPORATION AND AFFILIATE

Condensed 2011 and 2010 Combined Financial Statements

Condensed Combined Statements of Financial Position

Reported in U.S. Dollars

	2011			2010
	(\$'000)			(\$'000)
Years Ended December 31,	USA	Canada	Combined	Combined
ASSETS:				
Cash and Cash Equivalents	\$ 360	\$ 20	\$ 380	\$ 476
Receivables, No Allowance Deemed Necessary	2,564	326	2,890	3,710
Due From (To) Affiliate	49	(49)	-	-
Prepaid expense and other assets	410	79	489	293
Long-term investments	21,640	-	21,640	20,540
Net property and equipment	349	1	350	402
Total Assets	25,372	377	25,749	25,421
LIABILITIES and NET ASSETS				
Accounts Payable and Accrued Expenses	785	278	1,063	1,404
Unearned revenue	7,085	0	7,085	7,258
Total liabilities	7,870	278	8,148	8,662
Net assets				
Unrestricted net assets	17,502	165	17,667	16,777
Cumulative Translation Adjustment	-	(66)	(66)	(18)
Total net assets	17,502	99	17,601	16,759
Total liabilities and net assets	\$ 25,372	\$ 377	\$ 25,749	\$ 25,421

INDEPENDENT AUDITORS' REPORT

Board of Directors

Rechargeable Battery Recycling Corporation and Rechargeable Battery Recycling Corporation of Canada

We have audited, in accordance with auditing standards generally accepted in the United States of America, the combined statement of financial position of the Rechargeable Battery Recycling Corporation and Rechargeable Battery Recycling Corporation of Canada (non-profit organizations collectively referred to as "RBRC") as of December 31, 2011 and 2010, and the related statements of activities, changes in net assets, and cash flows for the years then ended (not presented herein); and in our report dated March 26, 2012, we expressed an unqualified opinion on those combined statements.

In our opinion, the information set forth in the accompanying condensed combined financial statements is fairly stated, in all material respects, in relation to the combined financial statements from which it has been derived.

March 26, 2012

Smith & Howard

SMITH & HOWARD
Certified Public Accountants and Advisers

RECHARGEABLE BATTERY RECYCLING CORPORATION AND AFFILIATE

Condensed 2011 and 2010 Combined Financial Statements

Condensed Combined Statements of Activities and Changes in Net Assets

Reported in U.S. Dollars

Years Ended December 31,	2011			2010
	(\$'000)			(\$'000)
	USA	Canada	Combined	Combined
OPERATING ACTIVITIES:				
Revenue				
License fees	\$ 9,675	\$ 11	\$ 9,686	\$ 10,033
All Battery Collection Program Fees	-	1,625	1,625	892
Recovered Metals Proceeds, net	3,070	343	3,413	2,835
Other	147	-	147	214
Total Revenues	12,892	1,979	14,871	13,974
Expenses:				
Program expenses				
Collection and recycling	6,307	2,273	8,580	7,363
Public education	1,934	602	2,536	2,561
Seal administration	282	-	282	306
Total program expenses	8,523	2,875	11,398	10,230
Management and general expenses	1,738	648	2,386	2,051
Total Expenses	10,261	3,523	13,784	12,281
Increase (decrease) in unrestricted net assets before non-operating activities	2,631	(1,544)	1,087	1,693
NON-OPERATING ACTIVITIES:				
Intercompany fees	(1,592)	1,592	-	-
Investment Income	(197)	-	(197)	2,169
Increase (decrease) in unrestricted net assets	842	48	890	3,862
Unrestricted net assets, beginning of year	16,660	99	16,759	12,909
Translation adjustment	0	(48)	(48)	(12)
Unrestricted net assets, end of year	\$ 17,502	\$ 99	\$ 17,601	\$ 16,759