**FOR IMMEDIATE RELEASE**

**[Fire Department Name] urges the [name of municipality] community to 'Protect What Matters. Be Battery Safe.'**

*New battery safety initiative to raise awareness & help prevent safety incidents*

**[City, Province] – [Date]** - **[Fire Department Name]**, is partnering with Call2Recycle, Canada’s leading battery collection and recycling organization, to raise awareness about battery safety through its national initiative, **Protect What Matters. Be Battery Safe.** This collaboration aims to prevent battery-related fires and protect people, property, and the environment by adopting safe and responsible battery handling and recycling practices.

Lithium-ion rechargeable batteries power a wide range of everyday devices, from laptops and power tools to toys and e-mobility devices, including e-bikes, scooters, and hoverboards. While they bring incredible benefits, they are causing increased fire incidents across Canada, endangering lives, communities, and our environment.

This growing trend underscores the need for stronger consumer education on battery safety. **[Fire Department Name]** and Call2Recycle’s consumer battery recycling program, [Recycle Your Batteries, Canada!](http://www.recycleyourbatteries.ca) are collaborating to raise awareness on responsible battery purchasing, use, handling, and disposal to avoid potential risks.

"We're seeing a concerning rise in lithium-ion battery fires, which pose a significant threat to our community and our firefighters,” said **[Name and Title of Fire Department Name]**. “We urge our community members to take the time to adopt safe battery practices and recycle their used batteries through the 'Recycle Your Batteries, Canada!' program to protect themselves and our community.”

When batteries reach their end-of-life, recycling is critical in our fight to keep our communities safe, address climate change, and build a strong circular economy. By responsibly recycling batteries, hazardous materials are kept out of the garbage and Canadian landfills. Recycling also allows for the recovery and reuse of valuable resources, which can be used in the manufacturing of new products, like stainless steel products or even new batteries.

"We applaud **[Fire Department Name]** for taking a proactive approach to battery safety education," says Jon McQuaid, VP of Marketing, Communications & Innovation at Call2Recycle Canada. "Through 'Protect What Matters. Be Battery Safe.', we're working with communities across Canada like **[City/Town]** to provide Canadians with the knowledge they need to make safe and responsible choices about battery use and recycling to protect residents, communities, and our critical fire service members."

The **[Fire Department Name] urges** residents to Collect, Protect, and Drop Off to ‘Be Battery Safe’

* NEVER throw away batteries in the garbage or blue bins.
* **Collect** batteries in non-metal containers and store them safely.
* **Protect** batteries by covering exposed terminals with tape or bagging before storing or dropping them off for recycling.
* **Drop Off** batteries for recycling at **[If your location accepts batteries, insert address, hours of operation, and any other site-specific instructions.]** or find a location near you at recycleyourbatteries.ca.

For more information about how to ‘Protect What Matters. Be Battery Safe’, visit **[Fire Department website]** or [RecycleYourBatteries.ca/battery-safety/](https://recycleyourbatteries.ca/battery-safety/).

**[Insert Fire Department Boilerplate Information]**

About **[Fire Department Name]**

**[Brief description of the Fire Department]**

Contact:

**[Fire Department Media Contact Name]**

**[Fire Department Media Contact Title]**

**[Fire Department Media Contact Phone & Email Address]**