



For Immediate Release
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New Recycling Program for Smoke and Carbon Monoxide Alarms to Launch on October 1, 2011

Vancouver, B.C. – AlarmRecycle, a new recycling program for used or expired smoke alarms, carbon monoxide (CO) alarms, and combination smoke and CO alarms, will launch on October 1, 2011. B.C. residents will be able to drop off used smoke and CO alarms for recycling at over 40 AlarmRecycle drop-off locations across B.C. The program is managed by Product Care Association.

AlarmRecycle will accept smoke alarms, carbon monoxide alarms, and combination smoke and CO alarms. On October 1, B.C. residents can find their nearest drop-off location at www.alarmrecycle.ca or by phoning 1-800-667-4321 toll free.

The program will launch just before Fire Prevention Week in Canada (October 9 to 15, 2011) when local fire departments are reminding British Columbians to test their smoke and carbon monoxide alarms regularly.

“We are working with local fire departments to communicate the AlarmRecycle program to British Columbians,” says Mark Kurschner, president of Product Care Association. “Whenever smoke and carbon monoxide alarms are replaced, they can now be dropped off at AlarmRecycle depots free of charge.”

“As the program progresses, we will continue to add AlarmRecycle drop-off locations across the province,” says Mannie Cheung, director of technical services at Product Care.

AlarmRecycle is a non-profit program funded entirely by recycling fees applied to the sale of smoke and CO alarms in B.C. Starting October 1, a \$1.20 recycling fee will apply to the sale of a new smoke alarm, and combination smoke and CO alarm. A \$0.60 recycling fee will apply to the sale of a carbon monoxide alarm. The fee may be included in the product price or displayed as a separate charge at check-out.

The fee funds the collection, transportation, recycling and safe disposal of returned products, as well as program administration and communication. All collected fees stay in the AlarmRecycle program and provide British Columbians with an environmentally responsible recycling option for their old and expired smoke and CO alarms.

About Product Care

Product Care is a non-profit, industry-sponsored organization that manages product stewardship programs in B.C. for paint, flammable liquids, pesticides and gasoline, and fluorescent lights (LightRecycle). Today, Product Care protects the environment through a collection depot and product management system, diverting leftover products from landfills, waterways and sewers.

www.productcare.org

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