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**JEFFERSON
NATIONAL PARKS
ASSOCIATION**

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What: New Alkaline Battery Recycling Program
When: March 2, 2007

JNPA Finds a Solution for Alkaline Battery Recycling in the Metro St Louis Area

St. Louis, MO March 12, 2007: Jefferson National Parks Association (JNPA) will be the first organization in the Metro St. Louis area to offer a public alkaline battery recycling program. JNPA began researching battery recycling programs in the fall of 2006. The research proved unsuccessful in finding a local organization to partner with for the purpose of recycling with Jefferson National Expansion Memorial (JNEM - Gateway Arch and Old Courthouse) visitors' old photographic equipment alkaline batteries. Very few companies will recycle alkaline batteries because of the cost involved.

JNPA is partnering with Battery Solutions, Inc of Brighton, MI, to begin this program. Battery Solutions is committed to help advance a cleaner sustainable environment for future generations through its recycling programs. JNPA staff at the Museum Store Under the Gateway Arch and the Old Courthouse Museum Shop will ask visitors who are purchasing batteries for their photographic equipment if they wish to recycle their old ones. These batteries will be collected in 5-gallon containers purchased from Battery Solutions. Once the containers are full, JNPA will ship them to Battery Solutions in Michigan. Battery Solutions shreds the batteries and 'bathes' them in a slight acid to neutralize the electrolyte. The material is then run through a rotary kiln to dry. At this point carbon steel turnings are blended in and pressed into magnetic bricks. The bricks are transported to a steel mill for processing. In the steel mill furnace, zinc from the battery is fumed off for recovery. The zinc recovered is resold as zinc-oxide.

JNPA expects to recycle over 1,000 pounds of alkaline batteries annually with this new program – keeping those 1,000 pounds out of the local landfills. JNPA will cover the expenses of the collection containers, shipping and also pay a fee per pound for the alkaline batteries to be recycled. Although there is a cost involved JNPA was happy to find an organization that would process and recycle this type of battery. Executive Director/CEO, David Grove said "Jefferson National Parks Association is pleased to invest in this program. Through our efforts, thousands of used alkaline batteries will be recycled rather than thrown into landfills. Not only do we save our natural resources today, but we also help to ensure a safer environment for future generations. Ultimately this helps fulfill our mission of enriching public appreciation of America's national parks and public lands".

The new Museum Store Under the Gateway Arch opened to the public on Friday, March 2 and the battery recycling program started then. Visitors are surprised to be asked to recycle their old batteries because it's not very common but they are happy to help once the JNPA staff explains the program and the benefits for the environment. Demand for batteries in the U.S. is projected to increase with ever growing technological advances. In 1998 there were over 3 billion industrial and household batteries sold in the U.S. alone. JNPA hopes to find other local organizations or corporations who will partner with them and share the costs of recycling alkaline batteries in our Metro St Louis area.

The Museum Store Under the Gateway Arch is managed by JNPA. All proceeds from the store benefit the education and museum programs at JNEM. JNPA is a non-profit organization that assists public land agencies in their educational activities. For more information contact Kimberlee Riley at 314-678-1511 or RILEY@JNPA.COM.

Jefferson National Parks Association provides quality educational products and related services that enrich public understanding and appreciation of America's national parks, public lands and historic places.

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