



FOR IMMEDIATE RELEASE
November 2, 2017

CONTACT: Lisa Dry
Ldry@batteryCouncil.org
202-367-1240

**LEAD BATTERY INDUSTRY EMPLOYEES TELL THEIR STORIES
IN NEW “GOOD NEIGHBORS” VIDEO**

Shared Values of Safety and Sustainability Drive the Industry

WASHINGTON — November 2, 2017 — A new video features heartfelt stories from employees and community leaders who share their experiences working in an industry that prioritizes safe, sustainable and innovative practices in the workplace. Supported by [Essential Energy Everyday](#), the [“Good Neighbors” video](#) showcases the dedicated people behind the great companies that make up the lead battery manufacturing and recycling industries, and their commitment to being good neighbors in their communities.

The video covers many of the reasons why it’s exciting to work in this industry. From new technologies that make work safer, to the story of an employee whose job has enabled her to build homes for herself and her parents, the powerful video provides an inside look into the innovative work behind advanced lead batteries. These personal experiences also touch on the industry’s commitment to protect the environment, contribute to the local economy and volunteer for local charity initiatives.

“Being a good neighbor is paramount to the more than 20,000 people working in the lead battery industry,” said Jeff Elder, president of Battery Council International. “Our commitment to them is to provide a safe work environment and to ensure that our presence in the community makes it a better place to live and raise a family.

“We support our communities by providing scholarships, donating to local charities and finding innovative solutions to protect our environment. We take enormous pride in these efforts, and recognize our role as an essential and vital employer in the locales where BCI member company facilities operate.”

The innovative work to advance batteries to help protect the environment is the focus of millions of dollars of research by the lead battery industry, automobile manufacturers and numerous universities. Through these research and development efforts we have found ways to reduce greenhouse gas emissions from cars and improve the cycle life and power delivery capabilities of batteries in numerous applications around the world.

Lead battery manufacturing is one of the most sustainable industries in the country and generates nearly \$30 billion in positive economic impacts for the United States every year. At a recycle rate of more than 99 percent, lead batteries [are recognized](#) by the Environmental Protection Agency as the most recycled consumer product in the U.S., and their circular economy (producing, distributing, collecting spent batteries and recycling) helps ensure their continued sustainability.

U.S. Representative Charlie Dent agrees with the messages in the video, noting that “lead batteries are being recycled at a remarkably high rate.” He also added that “lead batteries are going to be a part of our future, and there is a lot of opportunity for the battery industry more broadly.”

About Essential Energy Everyday

[Essential Energy Everyday](#) exists to increase awareness of the critical importance of lead batteries in our daily lives. It is supported by the two global trade associations that represent the lead battery and lead industries: [Battery Council International](#) and the [International Lead Association](#). Our shared interest is to inform and educate stakeholders of the need to continue investment in innovative and sustainable lead battery technology to store and provide energy on demand. BCI and ILA are committed to advancing innovations that support the integral role that lead batteries play in powering our everyday lives.

###