Cal Ripken, Jr., And Energizer Go To Bat For Neighborhoods In Need; Celebrate National Partnership With Habitat for Humanity®

04/26/12

ST. LOUIS, April 26, 2012 /PRNewswire via COMTEX/ --For decades *Energizer* has supported organizations helping to make a positive impact in communities here and around the world. This spring as part of the *Energizer* campaign--*that's positivenergy*--they're "building" on that commitment in a new way through a partnership with Habitat for Humanity®. Working with baseball legend and philanthropist Cal Ripken, Jr., *Energizer* will donate more than $350,000 and 1,500 volunteer hours to Habitat through a 13-city series of volunteer projects to help build new homes and revitalize existing homes with local families in need of improved housing.

(Photo: **http://photos.prnewswire.com/prnh/20120426/CG95697**)

The volunteer projects began last week in Missouri-based *Energizer's* backyard with a day of revitalization efforts in Joplin, Mo. Nearly one year ago, a tornado devastated the small community of Joplin, destroying homes and claiming 160 lives. Many colleagues at *Energizer* global headquarters in St. Louis, Mo. had family and friends in the impacted area and wanted to help in the recovery. On April 18, they got their chance when a bus full of *Energizer* colleagues traveled to Joplin for a day of hands-on service helping to build and revitalize homes.

Joining colleagues in the Joplin efforts was a figure well-known for his commitment to community revitalization - Cal Ripken, Jr. After retiring from his career with the Major Leagues, where he still holds the record for the most consecutive games played (2,632!), Cal started a nonprofit in honor of his dad called the Cal Ripken, Sr. Foundation. The goal of the organization is to use baseball to help develop character in young people, including providing safe places to play by restoring baseball fields and building youth development parks in needed areas.

Ripken, who was often called the Energizer Bunny® of baseball, will be participating in several of the *Energizer* volunteer projects taking place with Habitat around the country.

"Just as a baseball field can bring together a group of young people to form a team, so can revitalizing homes help unite a community," said Ripken. "I'm honored to join *Energizer* on a program that is working to truly make a positive impact."

Worldwide, 1.6 billion people live in substandard housing and more than 100 million are homeless.* For 36 years, Habitat for Humanity® has served the shelter needs of poor and low-income families across the globe, expanding its tactics in recent years to promote its Neighborhood Revitalization Initiative, which includes home repairs, weatherization and energy-efficiency projects for existing, often foreclosed and abandoned, homes.

"Whether you're helping someone stay in their home or building them a new home, safe, decent, affordable housing helps transform lives and communities by providing a stable, healthy environment in which families can thrive," said Lysa Ratliff, Habitat for Humanity Senior Director Cause Marketing and Partner Communications. "We couldn't do what we do without the support of great partners like *Energizer*."

Support for Habitat for Humanity is the latest demonstration of what *Energizer* calls "that's positivenergy." Launched globally last fall, the philosophy focuses on performance plus responsibility.

"We are combining the high-quality performance of our products with responsible partnerships and programs that help make a positive impact on the world," said Michelle Atkinson, Vice President of Marketing for *Energizer* North America. "Working with Habitat to provide safe, affordable shelter makes sense as many of our *Energizer®* products were designed with energy efficiency and family safety in mind."

In each community visited, *Energizer* will demonstrate products designed to help keep families safe and promote energy efficiency, including:

- *Energizer*® Weatheready® 360 degree LED Area Light
- *Energizer*® Large Rubber LED Light
- *Energizer*® 6 LED Headlight
- *Energizer*® *Glas* Task Light
- *Energizer*® *Glas* Under Cabinet Light
- *Energizer*® *Glas* Flameless Candle
- *Energizer*® *Edge* Accent Light
- *Energizer*® *Recharge® Value Charger*
- *Energizer*® *Ultimate Lithium* Batteries
- *Energizer*® MAX® Batteries
- *Energizer*® Traditional Automatic Nightlight

The volunteer series will span coast to coast. In several of the communities, *Energizer* partners will join as local volunteers and help support their local Habitat for Humanity® affiliates:

- Joplin, Mo.
- Phoenix, Ariz.
- Miami, Fla.
- Minneapolis, Minn. - joined by Target
- Nashville, Tenn.
- Cleveland-area, Ohio
- Columbus, Ohio
- Pittsburgh, Penn.
- Sacramento, Calif.
- Asheboro, N.C. - joined by Lowe's
- Bentonville, Ark. - joined by Walmart/Sam's Club
- Boston, Mass. - joined by Stop &Shop Supermarkets
- Further events pending

In addition to the series of volunteer projects, shoppers will see the *Energizer* and Habitat for Humanity® partnership coming to the shelves of their favorite store. Through the ***Energizer* Utility Cash** program, shoppers can collect codes from select *Energizer®* battery and lighting products and redeem them online for savings off their own utility bill, or they can elect to turn the codes into a donation to Habitat for Humanity®.

For more information, visit **www.nowthatspositivenergy.com/habitat**.

About Energizer

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, portable flashlights and lanterns. *Energizer* is a global leader in the dynamic business of providing power solutions with a full portfolio of products including *Energizer®* brand battery products *Energizer®* MAX® premium alkaline; *Energizer® Ultimate Lithium*; *Energizer® Advanced Lithium*; Rechargeable batteries and charging systems; portable flashlights and lanterns; power connectors, inductive chargers and, most recently, comprehensive household lighting collections.

Energizer continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people's active lifestyle needs for today and tomorrow with chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches. *Energizer* is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit **www.energizer.com**, **www.facebook.com/energizerbunny**.

About Habitat for Humanity®

Habitat for Humanity International is a global nonprofit Christian housing organization that seeks to put God's love into action by bringing people together to build homes, communities and hope. Since 1976, Habitat has served more than 500,000 families by welcoming people of all races, religions and nationalities to construct, rehabilitate or preserve homes; by advocating for fair and just housing policies; and by providing training and access to resources to help families improve their shelter conditions. For more information, to donate or to volunteer, please visit **www.habitat.org**, or follow us at **www.facebook.com/habitat** or at **www.twitter.com/habitat_org** or join Habitat's blog community at **www.habitat.org/blog**.

Photos and Video available upon request

*www.habitat.org

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