



NEWS

FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

Lawn Mower Exchange Program begins this weekend in Novato

SAN FRANCISCO – The first Bay Area lawn mower exchange event of the year will be held this Saturday, March 22, in Novato. The *Lawn Mower Exchange Program* allows Bay Area residents to trade-in a working gas mower for a significantly discounted new electric mower.

North Bay Saturday, March 22 College of Marin, Indian Valley Campus – Parking Lot 1800 Ignacio Blvd. Novato, CA 8 a.m. – 2 p.m.
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Advance registration is required online at <http://www.blackanddecker.com/mowerevents> or by calling the Black & Decker hotline at (844) 262-3495, Monday through Friday, between the hours of 5 a.m. to 2 p.m. Each participant can select a convenient appointment time. Participants must be Bay Area residents and have proof of residence such as a recent utility bill or driver license. Registration is on a first-come, first-served basis. Supplies are limited.

Two Black & Decker cordless battery electric lawn mowers will be available with a gasoline mower trade-in, including:

- Black & Decker (CM 1836) 18-Inch Cordless for \$110
- Black & Decker (CM 1936) 19-Inch Cordless for \$190

Both electric lawn mowers have a 30-day manufacturer satisfaction guarantee and two-year warranty.

Upcoming lawn mower exchange events:

South Bay	East Bay
Saratoga April 5 West Valley College 8 a.m. – 2 p.m.	Oakland April 26 Oakland International Airport 8 a.m. – 2 p.m.

Exchanging a mower is easy and convenient. Upon arrival at the exchange event, workers will check-in participants, take old gas mowers and load the new selected electric mowers into vehicles. Old mowers will be scrapped and recycled by a dismantler in accordance with all environmental regulations.

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For more information about the exchange events, including specific locations and lawn mower specifications, visit: <http://www.blackanddecker.com/mowerevents>.

The *Lawn Mower Exchange Program* is funded through a grant to the Bay Area Air Quality Management District from the California Air Resources Board's *Air Quality Improvement Program* and through the Air District's Mobile Source Incentive Fund.

The Bay Area Air Quality Management District (www.baaqmd.gov) is the regional agency responsible for protecting air quality in the nine-county Bay Area.

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