

Householders Urged to Drive Recycling during Repak Recycling Week

- **Recycling Week Competition offers recycling householders a chance to win a Toyota Prius with Hybrid Synergy Drive Technology**
- **50,000 recycling bags to be given away throughout the country**
- **Thousands of Euro worth of shopping vouchers to be won**
- **360 libraries to feature recycling educational material**
- **3,300 Primary schools to receive recycling calendars**
- **Free recycling show for children**

(Dublin, 27.09.05) 'Recycle and Win' is the battle cry of this year's Repak Recycling Week which is offering recycling householders the opportunity to win a Toyota Prius with Hybrid Synergy Drive ® Technology. In its 5th year, the week long awareness campaign objective is to encourage all householders to increase their recycling efforts from October 3rd to the 9th and possibly drive away in a new environmentally friendly Toyota Prius for their efforts.

In order to encourage people to visit their local recycling centre "Repak passwords" will be placed on posters in manned recycling centres throughout the country. By texting the "Repak password" to the low text number (51727) recycling householders will be in with a chance to win a Toyota Prius, the world's first mass produced Hybrid Synergy Drive ® Technology vehicle. Daily winners will be selected to go onto the Damien Farrelly Show on 2FM (weekdays 12pm – 2pm), where they will have to answer various recycling questions. Each day there is the opportunity to win shopping vouchers from various Repak members with the overall winner being selected on Friday 7th October.

In addition Repak has teamed up with the Rehab Recycling Partnership to distribute 50,000 re-usable recycling bags for free through recycling centres throughout the country. These will be available, on a first come basis, to recycling householders using the recycling centres over the week.

Targeting young recyclers, all of the 3,000 primary schools in the country will be mailed with a recycling calendar. This is designed to promote Repak Recycling Week and encourage primary school children to actively participate in recycling during the week and also month of October itself.

As part of the week, the 4th Repak Recycling Awards will take place on Wednesday 5th October. The awards recognise the efforts and ingenuity of Repak members, local authorities and recovery operators in the area of packaging prevention, reuse and recycling.

In addition libraries throughout the country will have their own Repak Recycling Week displays to help educate visitors on packaging recycling. A specially themed puppet recycling show will also take place in Dundrum Town Centre on Saturday 8th October.

Andrew Hetherington, CEO Repak, said, "This year we are congratulating established household recyclers and encouraging new recyclers by offering them the chance to win the environmentally innovative Toyota Prius with Hybrid Synergy Drive ® Technology. Getting more people to recycle more used packaging is essential to Ireland meeting tough new European recycling targets. In addition we also need families to look deeper into what they throw out to see if it can be recycled. More materials are being added to the list of what can be recycled and new markets being established and this week is a great opportunity to check out what you can bring to your local authority recycling centre. One extra can, bottle, plastic or cardboard box recycled per house can make a big difference."

Minister for the Environment, Heritage and Local Government, Dick Roche, T.D., said "More and more people are getting the message when it comes to waste, we must reduce, reuse and recycle. We have made great strides in recycling in Ireland in recent years and, with everybody playing their part, we can do even better. Repak Recycling Week, with its imaginative programme, is a great way to raise awareness, get people involved and remind everyone of the importance of recycling."

Steve Tormey, Sales and Marketing Director Toyota Ireland "The association with Repak Recycling Week is a very good match for us as the Toyota Prius is 90% recyclable and is 40% more efficient than a standard 1.5 litre car. As care for the environment and recycling becomes more main stream with the active engagement of the majority of householders, so too has the acceptance that cars can also be better built for the environment. The Prius is the first step on the road to Toyota's environmental goal of zero emissions."

This year, the theme for the week is "Keep Recycling – let's get it sorted" and is supported by a nationwide educational and promotional campaign. Repak Recycling Week aims to get as many people recycling the maximum amount of packaging during the week and help Ireland this year achieve its 2005 EU packaging recovery target of 50%.

As part of the week, shelf-talkers and posters will be distributed to Repak retail members to promote the Toyota Prius competition and to help encourage shoppers to recycle used packaging. The awareness programme will also be supplemented by a TV and radio advertising campaign.

To help consumers get into the recycling habit Repak will be listing full details of participating local authority recycling centres on the Repak website www.repak.ie. This information will also be available through the locall number 1850 909999 operated between 9am and 5pm Monday to Friday.

Last year, the Repak Recycling Week campaign helped to contribute to growing household packaging recycling rates by 24% in 2004.

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About Toyota Prius

Toyota Prius, European Car of the Year 2005, is propelled by the combination of an electric motor and a petrol engine. This unique system, called Toyota Hybrid Synergy Drive® Technology, enables its petrol engine to quickly shut down in city driving, saving fuel and emissions. It cuts fuel consumption by 40% when compared to a conventional 1.5 petrol engine and its CO2 emissions at 104g/km are 40% lower than the European standards for 2005. This spearheads the development of new environmentally friendly powertrains and is part of Toyota's effort to create the ultimate eco car.

About Repak

Repak is a not-for-profit voluntary member's based packaging recycling scheme established under a voluntary agreement between industry and the Department of the Environment and Local Government. It was established as industry's response to the obligations placed on Ireland by the EU directive on Packaging Waste (94/62/EC) and is the only government approved packaging compliance scheme under the Waste Management (Packaging) Regulations 1997. Repak succeeded in reaching and exceeding Ireland's EU National Packaging Recovery and Recycling Target of 25% of packaging waste in 2001 and is well on the way to achieving our 2005 EU packaging recovery target of 50%.

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