

Blunkett launches national fundraising scheme for Guide Dogs

LONDON (1 November) David Blunkett is today lending his support to launch a national fundraising campaign for Guide Dogs in partnership with the recycling charity scheme 'Each One Counts' and recycling and waste management company, Veolia Environmental Services.

Guide Dogs is asking the public to donate used inkjet cartridges for recycling in exchange for cash to support its work, which helps provide independence and freedom to thousands of blind or partially sighted people.

Politician David Blunkett, who has been blind since birth, comments: "This is an excellent scheme that combines recycling with a fantastic contribution to the mobility, dignity and independence of blind people. The initiative of recycling print cartridges is painless for those taking the trouble to contribute but extremely valuable in raising the necessary funds for guide dog training. As my own dog, Sadie, will be retiring next year, this is very close to my heart. I commend all of those who have been involved in the previous scheme to recycle unwanted mobile phones. I hope we can do even better with this new initiative."

Against a challenging economic backdrop in which personal charity donations typically declined by more than 10% in 2009/10, the new Guide Dogs recycling fundraising scheme allows donors to raise extra money without having to part with more cash.

Pat Stead, founder of Each One Counts, said: "In these financial times, it is not always possible for people to donate to charity. However, anyone who uses a printer can make a real difference and it's absolutely cost free. The donation of just ten inkjet cartridges could support a working guide dog partnership for a whole day."

Each One Counts is run by Environmental Business Products, Europe's largest remanufacturer of inkjet printer cartridges, which has been working in partnership with Guide Dogs since 1998. Each year, over 60 million inkjet printer cartridges are needlessly thrown away when they could be diverted from landfill and turned into cash for charity.

Residents who would like to collect inkjet cartridges in support of Guide Dogs should visit: www.guidedogs.org.uk/recycle or call: 0845 603 9779 to order freepost recycling bags.

Sheffield is the first council to place special recycling bins for the collection of residents' empty inkjet printer cartridges in its five Household Waste Recycling Centres of Bighton, Deepcar, High Green, Shirecliffe and on Blackstock Road, all of which are operated by Veolia Environmental Services, who collect the empty cartridges and also provide promotional support for the scheme.

Over 130 charities across Europe are now signed up to the Each One Counts scheme, and to date has paid out more than £5 million to the charity sector.

ENDS

Enquiries

Allison Parkes +44 (0) 208 838 6888 - Allison.Parkes@ebpgroup.com

Environmental Business Products Ltd

**Registered in England: No. 2767285 • Registered Office: 26 Chase Road
NW10 6BB**

www.ebpgroup.com

About Environmental Business Products

Environmental Business Products is Europe's largest collector and remanufacturer of used inkjet cartridges. The company pioneered the green industry of collecting, cleaning and refilling empty ink cartridges and has diverted at least 50m inkjet printer cartridges from needlessly being sent to landfill. The process of remanufacturing can be repeated up to six times depending on the cartridge type and condition. Product unfit for remanufacturing falls within the company's green ethics policy of 'zero landfill' and is recycled in the traditional way.

EBP pioneered many different printer cartridge collection and retrieval schemes and was the first company to link charities and their donors to recycling schemes such as the current scheme Each One Counts (www.eachonecounts.co.uk) and Support Your School (www.supportyourschool.co.uk).

About The Guide Dogs for the Blind Association

Our vision: Guide Dogs' wants a society in which blind and partially-sighted people enjoy the same freedom of movement as everyone else.

Our purpose: We will deliver the guide dog service and other mobility services, as well as breaking down barriers – both physical and legal – to enable blind and partially-sighted people to get around on their own.

Our activities and other key facts: Guide Dogs is the world-leader in the breeding and training of guide dogs. There are currently around 4,500 working guide dogs in the UK, providing their visually-impaired owners with life changing independence, freedom and mobility. The lives of over 26,000 visually impaired people have been transformed by guide dogs.

The guide dog service receives no government funding, and so relies entirely upon the generosity of the public, companies and other organisations, to continue bringing freedom, confidence and independence to visually-impaired people.

The cost of a guide dog to its new owner is a nominal 50p to ensure that no-one is prevented from having one by lack of funds. The working life of a guide dog is about six years, and a guide dog owner could have six or seven dogs during their lifetime.

For more information contact: Guide Dogs District Fundraiser Pam White on: 07879432181 or Pam.White@guidedogs.org.uk

Website: www.guidedogs.org.uk

About Veolia Environmental Services

Veolia Environmental Services, part of the Veolia Environnement Group, is the UK's leading waste management company. With a sizeable presence throughout the UK, mainland Europe and the world, Veolia Environmental Services employs 85,600 people worldwide, servicing more than 73 million customers in 33 countries. (Source: Human resources data 2009).

Veolia Environmental Services is the only global provider of a full range of services for handling hazardous and non-hazardous solid and liquid waste. It provides waste management and logistics services as well as materials recovery and recycling. Veolia Environmental Services generated revenue of €9.05 billion in 2009.

Further information can be obtained by visiting the websites:

www.veolia.co.uk

www.veoliaenvironnement.com