



NEWS RELEASE – 15 February 2016

Recycling message delivered to Westbury primary schools

Hills Waste Solutions has teamed up with Wiltshire Wildlife Trust through the Recycle for Wiltshire partnership to help deliver recycling and waste reduction messages to children in Westbury.

Hills donated a cotton shopping bag for every Westbury primary school pupil and waste teams from the Wiltshire Wildlife Trust have issued a challenge for pupils to create their own personal design with an environmental message. Each school will nominate their best designs which will then be entered into a grand final for the chance to win a Wildlife Watch Membership of the junior branch of the Wildlife Trust.

Members of the Wiltshire Wildlife Trust's waste team have been visiting schools in Westbury to deliver the recycling message and promote the launch of the competition.

The winners of 'Design a bag' competition will be announced at a fun-packed activity day 'Let's go Wild for Westbury' on 12 March run by the Wiltshire Wildlife Trust to celebrate their time in the town.

Recycle for Wiltshire is a partnership project funded by Wiltshire Council which enables Wiltshire Wildlife Trust to work in schools and with local residents to encourage people to reduce their household rubbish and reuse and recycle more. This helps reduce the amount of energy and resources needed to produce new materials and reduces the impact on wildlife and the environment.

Before the introduction of the 5p charge for plastic carrier bags, UK residents were using a shocking 8.5 billion plastic bags a year. Since the introduction of the charge in October 2015, some supermarket chains have said requests for plastic bags have reduced by almost 80%. Using the children's new cotton ones will help save money and spread the message about reusing bags instead of reaching for plastic ones.

Notes to editors:

Hills Waste Solutions offers a range of specialist waste management and recycling services to both the public and private sector. It is a dynamic regional business which, while centred on Wiltshire, has stretched its boundaries into neighbouring areas to become one of the region's largest providers of waste solutions. Hills Waste Solutions is a wholly owned subsidiary of The Hills Group Limited, a privately owned family company established in 1900.

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