

NEWS RELEASE – 30 August 2016

STARTS

Parents urged to recycle old school uniforms to help raise charity cash



Families are being urged not to bin old school uniforms ahead of the new term, but to recycle them instead and help to raise much-needed funds for the life-saving work of the Wiltshire Air Ambulance (WAA).

Every parent and carer knows that children grow up fast and can outgrow their clothes at an eye-watering pace – but luckily there is still a way to put these unwanted items to good use.

Wiltshire-based recycling and waste management company Hills Waste Solutions and Devizes Textiles Ltd launched a scheme in 2014 in which Hills agreed to make a £25 donation to WAA for every tonne of textiles recycled.

In the past year nearly 830 tonnes of textiles were recycled across the county – resulting in a donation of £20,710 from Hills to the WAA.

To help raise more money for the charity, which receives no Government funding, simply leave your unwanted textiles, clothing or shoes at any of the Wiltshire household recycling centres, in your black box kerbside collections and at mini recycling sites operated by Hills and Devizes Textiles Ltd across the county.

Rebecca de la Bedoyere, senior fundraising manager at WAA, said: “We are extremely grateful to Hills for their ongoing commitment to Wiltshire Air Ambulance.

“Initiatives like this are truly win-win as they make good use of outgrown or unwanted clothes, reduce landfill, and best of all the more people donate, the more money is raised to help keep us flying and saving lives here in Wiltshire and surrounding counties.

“As a mum with a school-age child myself, I think this is a brilliant time to have a clear out of old uniform, knowing that every item recycled will make a real difference to our charity.”

Steve Burns, divisional director for Hills Waste Solutions, went to the WAA headquarters in Devizes to deliver the cheque. He said: "At Hills we are constantly looking at ways in which we can prevent unwanted items from going into landfill, and this allows us to reach that goal while also giving something back to a good cause."

"With the new school year around the corner, many parents will be looking to get a new uniform for their children. Recycling the old uniform instead of throwing it out is an easy way to clear space in the wardrobe, while helping to raise money for an incredible charity."

"We are delighted to be able to support such a worthwhile cause and we look forward to continuing our partnership with Wiltshire Air Ambulance."



ENDS

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.

www.hills-waste.co.uk

Wiltshire Air Ambulance has been saving lives for over 25 years. It is available up to 19 hours a day, 365 days a year. It costs £3.25 million a year to keep the air ambulance flying.

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