

**NEWS RELEASE – Monday 12 March 2012**

## **School girl's winning poster becomes advert for recycling**

A Calne school girl, who won a poster competition to celebrate the diversion of a million tonnes of Wiltshire's waste from landfill, was amazed to see how her design has transformed a lorry into a mobile advert for recycling in Wiltshire.



Jessica Milstead and her classmates were able to inspect the artwork up close when the kerbside collection lorry visited Fynamore School in Calne last week. The poster is being used to promote kerbside recycling to households across Wiltshire.



Mike Webster, group director Hills Waste Solutions, said: "Jessica's design of a child made from recyclable materials is simple but effective and makes a super advertising poster. People all over Wiltshire will get to see her message and hopefully be encouraged to use their kerbside black boxes to recycle more."

Jessica's poster was chosen as the winner from nearly 300 entries. She also won a £20 book voucher and a laptop for her school. Smaller copies of the poster have been placed on all kerbside collection lorries operating across Wiltshire.

The 'Million Tonnes' poster competition, open to Wiltshire school children, was held by Hills Waste Solutions last year to mark a million tonnes of waste in Wiltshire diverted from landfill. Hills, which runs kerbside black box recycling services under contract from Wiltshire Council, is using the poster to remind residents that they can recycle their paper, glass, cans, foil, aerosols, clothes and shoes from the kerbside.

Residents can request a second black box for their recycling by visiting [www.wiltshire.gov.uk/waste](http://www.wiltshire.gov.uk/waste) or calling 0300 456 0102.

**ENDS**



**Notes for 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-group.co.uk](http://www.hills-group.co.uk)

**Media contact:**

Monique Hayes, Communications Officer, The Hills Group Limited

Tel: 01672 518941 [monique.hayes@hills-group.co.uk](mailto:monique.hayes@hills-group.co.uk)



@HillsWaste



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