



Junkk Jingle

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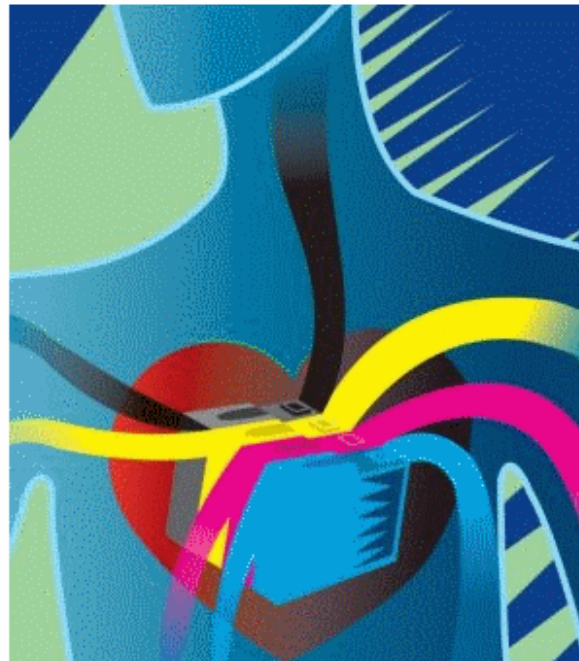
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Heart Charity Turns to Waste to Keep Hearts Beating



British Heart Foundation launches new recycling initiative with Environmental Business Products

Companies can now help keep hearts beating by turning their office waste into funds for the British Heart Foundation (BHF). The nation's heart charity has teamed up with Environmental Business Products (EBP) for a new recycling initiative that will see the BHF receive £1 for every recyclable printer cartridge donated to the scheme.

The scheme is being launched with a call for businesses to turn the 150 million laser cartridges used every year in the UK into vital cash for research and patient care. To make it as easy as possible, EBP are offering British businesses FREE collection for all recyclable printer cartridges. Simply call freephone 0800 435576 and EBP will arrange the collection.

Improvements in the quality of printers, the increased use of digital photography combined with lower prices has lead to a significant increase in the use of printer cartridges by UK businesses. Yet many offices continue to throw their empty cartridges away, creating unnecessary waste in landfill sites.

Douglas Campbell Rouse, Head of Corporate Fundraising at the BHF says: "We need to raise £50 million a year on life-saving heart research - that's £95 every minute of every day. If just a fraction of the laser cartridges used each year by offices across the country are turned into funds for the British Heart Foundation it will make a huge difference to the millions of vulnerable men, women and children."

BHF research has led to breakthroughs such as pacemakers and clot busting drugs that have already saved thousands of lives. But the need for funds remains urgent - man or woman, we are more likely to be killed by heart and circulatory disease than any other serious illness, including cancer.

EBP was a pioneer in working with charities on inkjet and laser cartridge collection programmes. EBP now runs collection schemes in 12 countries and raises around £500,000 a year for charities.

Angela Wiseman, Head of Collections for EBP said, "We are delighted to be working in partnership with the nation's heart charity and hope to raise many thousands of pounds for heart research and patient care whilst taking care of our environment."

To find out more about the recycling initiative www.bhf.org.uk or visit www.inkagain.co.uk

