

**NATIONAL RECYCLING WEEK VISIT TO TOMMY'S RESEARCH UNIT
AT ST THOMAS' HOSPITAL, LONDON**

To mark National Recycling Week, its sponsors, Environmental Business Products (EBP), visited the research unit of Tommy's, the baby charity, at St Thomas' Hospital, London. The unit benefits from over £400,000 raised each year by Tommy's for research into the causes of miscarriage, premature birth and stillbirth.

Tommy's Pregnancy Research

Tommy's is acknowledged as the most important source of invaluable and life-saving foetal research in the UK. Tommy's Maternal and Fetal Research unit at St Thomas' Hospital is led by Professor Lucilla Poston, the UK's and Tommy's first Professor in this area appointed in 1995, and Professor Andrew Shennan. The broad spectrum of their research combines scientific and clinical studies into a range of pregnancy problems. Their team includes doctors, scientists, and midwives, who have received international acclaim for their work on pre-eclampsia, one of the most common and devastating problems in pregnancy.

National Recycling Week Sponsors' Charity Sales Team

Environmental Business Products (EBP), sent their charity telesales team to visit Tommy's Research Unit to underline the benefits of recycling for charitable causes.

On behalf of Tommy's, the sponsor's telesales team call the top 75,000 companies in the UK to actively encourage them to participate in recycling campaigns, which lead to donations to the charity. Over 1000 calls made each day to these companies succeed in reaching 65% of decision makers and have a 50% conversation rate resulting in positive support for recycling in aid of charity..

Some 150 collections are organised each week by EBP from various businesses in the UK to retrieve used printer cartridges, using 20,000 recycling bags sent out each week and 10,000 laser labels. By the end of the year, the team will have achieved 25,000 positive corporate responses from companies they call as active supporters of the Tommy's recycling campaign. Money raised in this way has exceeded £165,000 to date and a further £50,000 has been pledged to Tommy's this year.

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