

## **Ford Ka up for grabs through Argos' inkjet recycling scheme in aid of Whizz-Kidz**

A prize draw for a brand new Ford Ka took place at Argos headquarters in Milton Keynes, at 489-499 Avebury Boulevard, Central Milton Keynes, MK9 2NW. Milton Keynes Councillor Douglas McCall, Cabinet member responsible for the Environment, was at hand to announce the winner at 10.30am on Friday, 30<sup>th</sup> July 2004.

Over the past year customers at Argos stores up and down the country have been urged to recycle their inkjet printer cartridges to help raise funds for Whizz-Kidz, the national children's charity which provides mobility equipment, advice, training and support to disabled young people. Donations go towards improving the lives of disabled children and young people throughout the UK, by giving them the independent mobility they need to fully enjoy life at home, at school and at play.

The competition to win a brand new Ford Ka has featured on Argos recycling bags for used inkjet printer cartridges, sponsored by inkjet remanufacturer, Environmental Business Products. The initiative will continue until December 2005, with a Ford Ka prize draw every six months. To enter, customers are being asked to send their empty inkjet cartridges back for recycling in bags provided by Argos, rather than throwing them away. Over 20 million cartridges are thrown away in Europe each month – many of these go to landfill sites.

An Argos spokesperson said: "Being involved in this scheme is really important to us. Not only are we proud to be supporting the environment through recycling inkjet cartridges, we are delighted to be able to support Whizz-Kidz, our charity of the year."

Douglas Price, Collections Manager for Environmental Business Products, said: "We are very pleased with the response to the Argos Ford Ka competition and delighted it will benefit Whizz-Kidz. We look forward to presenting the lucky winner with a brand new car after the draw."

Ends

### **Notes to Editors:**

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For more information on Environmental Business Products' recycling initiatives, contact Allison Tuffrey Jones, PR Manager, mobile: 07970 685286, tel: 020 7727 8404, email: [gajones@globalnet.co.uk](mailto:gajones@globalnet.co.uk).

### **About Argos**

Argos, one of the UK's leading multi-channel retailers, has over 560 stores in the UK and Republic of Ireland and sales of over £3 billion. Argos, the pioneer of catalogue retailing in the UK, has established a strong brand focused on choice, value and convenience. It is also the 2003 Retailer of the Year and the 2003 and 2004 Multi-Channel Retailer of the Year (awards by Retail Week). To visit Argos' award winning e-tail site, click on [www.argos.co.uk](http://www.argos.co.uk)

### **About Whizz-Kidz**

Whizz-Kidz changes the lives of disabled children and teenagers by giving them independent mobility, often for the first time ever. By providing customised mobility equipment (such as wheelchairs and tricycles), training, information and support Whizz-Kidz gives young disabled people the chance to enjoy an independent life at home, at school and at play. [www.whizz-kidz.org.uk](http://www.whizz-kidz.org.uk).

### **About Environmental Business Products**

Winner of a 2004 Queen's Award for Enterprise, London-based Environmental Business Products is the world's largest supplier of re-manufactured inkjet and compatible cartridges. Environmental Business Products created the market for recycling inkjets and was the first company to work with charities on inkjet and laser cartridge collection programmes, which now add up to 10 million recycling bags being sent out by the company each year. Over the past 12 years the company has donated over £1million to schools and charities across Europe through its recycling initiatives to collect empty cartridges for re-use. [www.inkagain.co.uk](http://www.inkagain.co.uk)