

Admiral Recycles For Charity

South Wales-based Admiral has started a new recycling initiative in its Cardiff and Swansea offices, which will help two of the company's chosen charities.

Admiral sends used toner cartridges from the office printers to Environmental Business Products, who then donate £1 for every cartridge they receive to either the Born Free Foundation or ChildLine Cymru/Wales. The donations are split equally between the two charities.

Members of staff can also contribute, and send the inkjet printer cartridges from their home computers to the company. Environmental Business Solutions provide envelopes with the postage paid, clearly marked with the company and charity details, so Admiral's employees and their friends and family can all take part.

The donations will be a great help to both the Born Free Foundation and ChildLine Cymru/Wales. Admiral's Facilities Manager, Huw Llewellyn, said "We are encouraging all staff to take part and help the environment, whilst at the same time raising much-needed funds for charity."

Childline Cymru/Wales will use the donations from this scheme to cover their core running costs. The helpline receives around 300 calls per day in Wales alone, but currently has the resources to answer only half of these. Louise Atkinson, Regional Fundraiser for Childline Cymru/Wales, said "Even though it is free to call ChildLine, it costs around £3 to answer each call; just 3 printer cartridges from Admiral will enable us to answer a child's call for help. This scheme really will make a difference to the lives of local children and young people."

The Born Free Foundation is the charity of Admiral's *elephant.co.uk* brand, who specialise in online car insurance. The donations that they receive will go towards the Big Cat Centre in Shamwari, and to help Born Free's work around the world. Anne Tudor, Marketing Director of Born Free, said "It's great that we have the continued support of Admiral and *elephant.co.uk*. Their ongoing donations will help to provide food and other supplies for the Udawalawe Elephant Transit Home in Sri Lanka and the Big Cat Centre in Shamwari."

Ends

Editor's Notes

1. Admiral (a trading name of Admiral Insurance Services Limited) was launched up in 1993, and is part of the Admiral Group plc. It was set up in 1993 as a direct motor insurer for those motorists that traditionally pay higher than average premiums, including drivers under 35, living in big cities or driving hot hatches.
2. Admiral writes its motor insurance business to a consortium of insurers, these being:
 - Admiral Insurance Company Ltd
 - Admiral Insurance (Gibraltar) Limited
 - Great Lakes Reinsurance (UK) plc
3. The Admiral Group plc employs over 1,800 people, has over 1 million customers.
4. Admiral's salesline is 0800 600 800 - open from 8am to 10pm on weekdays, from 9 am to 5pm on Saturdays, and on a Sunday between 10am and 4pm.
5. Admiral's web site address is www.admiral.com.
6. *elephant.co.uk* is the UK's first wholly on-line car insurance specialists. Unlike rival sites, *elephant.co.uk* will not only offer quotes and sales on-line, but will also handle after-sales services and claims.

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