

FIFTY RECYCLED INKJET CARTRIDGES EQUALS ONE GOAT
STRANGE BUT TRUE

Families struggling to make a living in some of the poorest parts of the world will be given the chance to improve their lives – thanks to The Express and Echo's new inkjet cartridge recycling scheme. The simple, yet highly unusual, mathematical principle of fifty inkjet cartridges equals one goat will be directly put to the test. Northcliffe Electronic Publishing (NEP), the Express and Echo's online arm, and their business partners Environmental Business Products Ltd have joined forces with Oxfam to provide families – with a goat. The goat will not only produce manure for crops and milk for sale, but new livestock to support other poor farming families. All you have to do is regularly drop off your used inkjet cartridges at our collecting centres - absolutely free.

NEP's Green Scheme organiser, Sally Parkin, said: "Our aim is to provide as many goats for families as we can. Your contribution will change the lives of others, cost you nothing, cause you hardly any effort and help the environment all at the same time. "As well as sending in your own used inkjet cartridges, encourage everyone you know to do the same; family, friends, colleagues and customers. They will all be fascinated with this amazing used inkjet cartridges equals goats idea."

Cartridges can also be collected in bulk; once you have at least 30, call Sally Parkin (tel. 0116 227 3102, email: sparkin@nep.co.uk) who will be able to arrange a special collection service for them, and it won't cost you a penny. The more cartridges we receive, the more goats we can provide and the more lives we can change for the better."

Aiche Mint Imizine who lives in Mauritania, received a goat through Oxfam Unwrapped – the charity's alternative Christmas gift initiative – which has already provided nearly 6,000 goats for needy families. "As for the goats we received from Oxfam..... I consider them a gift from the sky. Giving animals to people like us is very important. It gave me confidence and increased my family's security because we now have something valuable".

Brendan Cox, Oxfam Press Officer adds: "The inkjet cartridge recycling scheme is a brilliant . I was recently in Rwanda and met families who have received goats through Oxfam Unwrapped. It was great to see the difference they make to the lives of people who have little else."

It's easy to help. Bring your cartridges to our collection points at the Express and Echo City Centre Shop at 48, Sidwell Street, Exeter, or our main office at Heron Road, Sowton Industrial Estate, Exeter.

For more information please contact Sally Parkin on 0116 227 3102, email sparkin@nep.co.uk, or visit our website www.thisisrecycling.co.uk for more information and a FREEPOST label.

* Unfortunately we cannot recycle Epson cartridges.

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About Oxfam:

Oxfam GB is a development, relief and campaigning organisation dedicated to finding lasting solutions to poverty and suffering around the world. More information at www.oxfam.org.uk

About Environmental Business Products Ltd

Winner of The Queen's Award for Enterprise in 2004, London-based Environmental Business Products Ltd (EBP) is one of the world's leading suppliers of remanufactured inkjet cartridges. EBP created the market for recycling inkjet cartridges and was the first company to work with charities on cartridge collection programmes. The company now distributes over 10 million recycling bags a year through numerous charity and retail partners. EBP raises around £500,000 a year for charities across Europe through its recycling initiatives in 12 countries. For more information please visit: www.inkagain.co.uk

Northcliffe Electronic Publishing
NEP is the online arm of Northcliffe newspapers.