

## **Repak Spends €200,000 Dreaming of A Green Christmas**

(date) Repak is set to spend in excess of €200,000 on the first joint advertising campaign with the Department of the Environment to get Irish households to recycle the 30% increase in used bottles, cans, wrapping paper and cardboard that occurs over the Christmas period. The Repak Green Christmas campaign is designed to support and enhance the governments 'Race Against Waste' campaign. The creative for the campaign was developed by Adept and media buying is handled by Mediaworks. The campaign will run from the 22<sup>nd</sup> December until 10<sup>th</sup> January and will feature TV, Newspaper, Magazine and Radio ads.

The 20 second TV ads will run on RTE, TV3, TG4, SKY and E4 and features a festive theme designed to encourage householders to recycle the used packaging that builds up over the Christmas period. Brian Farrell (the well known RTE presenter) delivers the voice over for both TV and radio in support of the campaign.

National press ads will also be rolled out over the Christmas period to get people to collect the material and visit their local centre. The regionalised media campaign features ads in over 10 local newspapers and on over 21 local radio and will also feature outdoor posters to direct people to the nearest Repak Green Christmas Centre. All advertising features the [www.repak.ie](http://www.repak.ie) website address which will have an up to date list of all Green Christmas centres and bring bank sites etc throughout the country.

Repak's own building on the busy Red Cow roundabout will also be covered in a giant 96 feet by 24 feet banner.

The nationwide network of 77 special Repak Green Christmas recycling centres, which is run in conjunction with 32 local authorities, will open for longer hours and accepts a wider range of materials than normal. The target of this campaign is to recycle over 6,000 tonnes of used packaging over the Christmas period, and to encourage householders to start recycling – keep recycling.

### **About Repak**

Repak is a not-for-profit members based compliance scheme established under a voluntary agreement between industry and the Department of the Environment and Local Government. It was established as industry's response to the obligations placed on Ireland by the EU directive on Packaging Waste (94/62/EC) and is the only government approved compliance scheme under the Waste Management (Packaging) Regulations 1997. Repak succeeded in reaching and exceeding Ireland's National Recycling Target of 25% of packaging waste in 2001.

Repak have grown the amount of packaging recycled from 114,000 tonnes in 1999 to in excess of 370,000 in 2003 or approximately 40% of all packaging.

In October Repak ran the high profile Repak National Recycling Week and Repak Recycling Awards designed to promote excellence in the areas of recycling. The organisation also launched a trial TetraPak recycling initiative in conjunction with Dublin, Cavan and Wicklow county councils.

Repak also support a number of other initiatives such as sponsoring the National Spring Clean, Tidy Towns regional awards as well as a schools educational program.

In addition to direct recycling support, Repak last year allocated over €3.9 million to help expand the bring bank collection infrastructure by targeting an additional 850 new Bring Banks nationally.

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For further information please contact:

Eoin Kennedy

Slattery Communications,

Tel: +353 1 661 4055

Mob +353 86 8339540

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For further information please contact:

Eoin Kennedy, Slattery Communications

T: 01 6614055, 087 8339540

E: [ekennedy@slatterycommunications.ie](mailto:ekennedy@slatterycommunications.ie)