

News Release
28th July 2009

ELECTRIC RECYCLING at ELECTRIC PICNIC

VISIT THE WEEE ELECTRIC PICNIC at the GLOBAL GREEN!

WEEE Ireland, the Irish compliance scheme for electrical and battery recycling, is going retro this summer to celebrate its first ever promotion of FREE electrical and battery recycling at Electric Picnic!

Reuse of Electrical and Electronic Equipment (EEE) is more vital than ever since the national purse strings were tightened. The *WEEE Electric Picnic* tent will give examples of ways you can reuse your electrical items. You'll think you're in a time warp as you stroll through the display of Walkmans, rotary phones and radiograms. Old school gamers will also be able to conjure up childhood memories galore while playing games consoles from their youth, all of which can be recycled for free.

For more creative means of reusing your WEEE (Waste Electrical and Electronic Equipment), why not turn it into original pieces of furniture? The *WEEE Electric Picnic* tent will be teeming with furniture that has been hand-crafted from repurposed WEEE. Contemporary pieces such as lamps, chairs and even coffee tables can be created from old washing machine drums. Staff will be on hand throughout the day to explain how it was made.

Recharge your batteries instead of throwing them out. Purchasing rechargeable batteries is not only healthy for your wallet, but is also better for the environment. While tired festival goers can recharge on comfy seats made from electrical equipment in the *WEEE Electric Picnic* tent, they can also charge their batteries, phone battery or iPod **FREE OF CHARGE** courtesy of WEEE Ireland's chargers, catering for the most popular phones. And remember, once your batteries have reached the end of their useful life they can be recycled for free.

Recycle your electrical equipment at the end of its useful life. Anything with a plug or battery can be recycled in Civic Amenity Sites throughout the year **FREE OF CHARGE** (see www.recyclefree.ie for more information) Meanwhile, not only can you recycle your old batteries **FREE OF CHARGE** in any local shop, but now you can do it in the *WEEE Electric Picnic* as well thanks to the blue WEEE Ireland battery boxes! Ever wondered what's inside your telly? Why not pay us a visit and see for yourself!

For further information on WEEE Ireland, to find the nearest collection point to you and for more information on recycling waste electrical and electronic equipment, check out www.recyclefree.ie

~Ends~

For further press information and interviews please contact Alison Byrne on +353 (0)1 2999320 or alison@weeeireland.ie

Notes to Editors

About WEEE Ireland:

A not for profit organisation and approved by the Minister of Environment, Heritage and Local Government, WEEE Ireland provides a cost effective solution for producers of household EEE and batteries in compliance with Irish regulations on the recycling of electronic waste. WEEE Ireland organises for the treatment and recycling of waste electrical and electronic equipment and batteries and accumulators from authorised collection points around the country. The corporate website, www.weeeireland.ie, is utilised by producers and distributors looking for practical guidance on how to understand and comply with the WEEE and Battery Regulations. The consumer focused website www.recyclefree.ie can tell members of the public how and where they can recycle their old appliances.