

Special Olympics Ireland to reap the benefits of being green!

Special Olympics Ireland has teamed up with WEEE Ireland, the Irish compliance scheme for electrical and battery recycling, and leading retail group Mace in an exciting initiative to raise funds for its life changing work.

WEEE Ireland has developed a special reusable shopping bag which will be available in Mace stores nationwide. Proceeds from the sale of the bag, which will retail for €3, will go to support the work of Special Olympics Ireland.

Television personalities Kathryn Thomas and Martin King were at hand to launch the initiative, which will help Special Olympics Ireland continue to deliver on its promise of changing the lives of people with an intellectual disability, their families and communities throughout Ireland.

Speaking about the initiative Matt English, Chief Executive Officer of Special Olympics Ireland said "This is a wonderful initiative which will make a real difference to Special Olympics Ireland, while encouraging electrical recycling. We are delighted to be part of it."

Leo Donovan, CEO of WEEE Ireland said "We are happy to provide these bags to support the fund raising efforts of Special Olympics Ireland while promoting the awareness of free electrical recycling. This project gives real meaning to the phrase "Changing lives – changing the environment"

Willie O'Byrne, Managing Director of Mace said "This is a natural partnership for Mace and our retailers. Raising money for Special Olympics Ireland with their inclusive community ethos and focus on ability rather than disability, at the same time as providing customers with an eco friendly shopping bag, is a win-win all round".

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For further information please contact:

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Note to editor:

Mace are offering the opportunity for your newspaper to run a competition among your readers. They will supply a food hamper packed with everything you need to organize a perfect summer picnic.

To register your paper's interest in getting involved in this competition please contact Rachel McKinstry at rachel.mckinstry@specialolympics.ie or phone 01 8691688

About Special Olympics Ireland

Special Olympics Ireland is a sports organisation which provides year round sports training and competition for people with an intellectual disability. There are currently 11,191 athletes involved in our 432 Special Olympics Clubs throughout the island of Ireland. Already this year, 540 new athletes have been welcomed into Special Olympics Ireland.

Special Olympics Ireland changes the lives of these athletes, giving them ongoing opportunities to develop skills and talents. Through sport, athletes develop both physically and emotionally, they make new friends, realise their dreams, and know they can fit in – Special Olympics enables them to achieve and win not only in sport but in life too.

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.

About Mace

Trading for more than 40 years in the Irish grocery business, MACE is a leading brand in the convenience sector and an important part of the local communities in which they operate. Following the acquisition of Mangans in 2008, BWG Foods now owns and operates the MACE brand in the Republic of Ireland, working in partnership with 230+ independent retailers around the country