

**NEWS RELEASE**  
**16 June 2008**

**“The Heater’s Right, Love…….” Send Them to a Better Place!**  
***Electronic Recycling Campaign Hits Billboards, Radio and Online***

The national compliance scheme for the recycling of old electrical consumer goods, Waste Electrical and Electronic Equipment (WEEE) Ireland, unveils its new public information campaign this week (16 June 2008) with the launch of the ‘send them to a better place’ advertising series.

The campaign, which will run for the next two weeks, utilising national and local radio, 48 sheet sites and banner/skyscraper online media slots, features a host of old electronic goods with angel wings all heading to a better place i.e. the local recycling centre or the electrical retailer.

The radio campaign features two different 40 second spots set in an attic and a shed. The shed introduces ‘Tom the Toaster’ and ‘Ted the Telly’ while the attic unearths curling tongs, old carving knife and electric heater – all reminiscing about days of old and wishing they were in a better place. The ‘send them to a better place’ themed series is expected to continue in the Autumn focussing on specific categories of old electronic goods.

The campaign theme was conceived by Leo Donovan and Elizabeth O’Reilly, CEO and compliance manager of WEEE Ireland respectively, with additional creative work and media buying handled by Patrick Meade, Kevin Twomey and Philip Bergin at McConnells Advertising.

The campaign is part of a drive to urge consumers to take old and broken electrical goods to their local recycling centres or to retailers when purchasing a similar item. Any household item that requires a plug or battery to function and is at the end of its life is considered waste electrical and electronic equipment (WEEE). Such items can be deposited at any of 79 civic amenity sites nationwide for free recycling. Location details and opening hours of recycling centres throughout the country are available at: **[www.weeeireland.ie](http://www.weeeireland.ie)**

Figures released by WEEE Ireland for 2007 show that the scheme collected 100,000 fridges and freezers, ¼ million TVs and computer monitors, 2 million lamps (including fluorescent tubes and energy saving CFL bulbs) and 1 small household electrical item (kettles, toasters, radios, hair dryers, keyboards, remote controls etc.) per person. In 2007, WEEE Ireland collected over 28,000 tonnes or almost 9 kilogrammes per person of electronic waste – the equivalent of 5 old electric kettles for every man, woman and child and over double the 2008 4kg target set for Ireland by the EU. Since August 2005, WEEE Ireland has collected for recycling the equivalent of one large domestic appliance e.g. washing machine, cooker etc. per household.

### **About WEEE Ireland**

WEEE Ireland is the largest of two authorised national compliance schemes for electrical recycling in Ireland. The scheme was founded in 2005 by producers of electrical and electronic appliances to comply with the WEEE Directive. WEEE Ireland organises the processing and recycling of household waste electrical and electronic equipment (WEEE) on behalf of its members from recycling centres, electrical retailers and other collection points covering over 80% of the geographic area of the Republic of Ireland. In addition, WEEE Ireland runs many public free take-back collection events throughout the country during the year which are advertised in local press and radio.

### **Media Queries:**

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