

## **BOSCO 'MOVES HOUSE' FOR THE LAURALYNN SPREAD A LITTLE SUNSHINE CAMPAIGN**

Bosco calls on all "boys and girls" (and grown ups) to recycle batteries for LauraLynn

Look out for special WEEE Ireland blue battery boxes across the country and make a difference-

- This year WEEE Ireland is hoping to, at least match, the €45,000 fund previously raised for LauraLynn, by increasing battery recycling in Ireland by 20% on last year!
- Every portable battery recycled by WEEE Ireland goes towards a monetary fund for LauraLynn
- The money raised so far through portable battery recycling equates to 300 parent overnight stays and 300 music therapy sessions for children at LauraLynn
- The average person uses the equivalent of 16 AA batteries every year
- 57 MILLION batteries recycled since 2011 by WEEE Ireland as a part of the "Spread a Little Sunshine" campaign for Ireland's children's hospice
- To get involved simply place your waste batteries in the Blue WEEE Ireland battery recycling boxes in your local retail outlet, participating school or office, or bring them to your local council recycling centre

**Press release**

**Tuesday October 22nd**

Ireland's most famous red haired puppet Bosco took up residence in his new home today in order to raise awareness and encourage everyone to recycle their waste portable batteries for the "Spread a Little Sunshine" campaign for LauraLynn. Bosco was helped by Sean Ross, age seven from Clondalkin, who receives respite care from LauraLynn, and is one of the hundreds of children who has benefited from the "Spread a Little Sunshine" fundraising campaign launched by WEEE Ireland for the children's hospice since 2011.

Bosco's new home was created out of a special WEEE Ireland blue battery box, which are on display across Ireland in retailers and are the simplest outlet for members of the general public to recycle their batteries in for free. 'Every battery counts' when it comes to raising much-needed funds for LauraLynn and Bosco and WEEE Ireland are urging people to recycle much MORE to help reach the recycling target and raise funds for LauraLynn. Simply look out for the blue WEEE Ireland battery boxes in retail outlets across the country and pop your waste batteries in them to make your donation. You can also bring batteries back for recycling to your local civic amenity site, or to a WEEE public collection day near you. Log on to [recyclefree.ie](http://recyclefree.ie) for more details on where to recycle.

Speaking about his new home and the Spread a Little Sunshine campaign, **Bosco** said: "This is my very first visit to LauraLynn today and I am very lucky to get to meet such special boys and girls. My new house is made from a WEEE Ireland blue battery box and I hope that this will raise awareness of just how easy it is to recycle your waste batteries by popping them into the blue battery boxes in retailers around Ireland. I want everyone to make a big effort to go through their drawers and look under their beds for any waste batteries that might be

lying around – the more we recycle the more money we can raise for LauraLynn while helping the environment too.”

Since “Spread a Little Sunshine” for LauraLynn began in 2011, WEEE Ireland have recycled **57 MILLION** batteries in their designated areas and more importantly raised much needed funds for LauraLynn in the process.

**Philomena Dunne, CEO of LauraLynn, said:** “When this fundraising campaign started back in 2011 we had no idea how popular it would become. The LauraLynn facility relies 100% on the support of public fundraising and requires €2.37 million annually to operate. The battery-recycling fund, in one year alone, paid for 300 parent overnight stays and 300 music therapy sessions for children at LauraLynn receiving respite care with us.\* We thank everyone who has contributed to this campaign and we hope everyone will continue to bring their batteries back to the blue WEEE Ireland boxes across the country.”

**Leo Donovan, WEEE Ireland said:** “I would like to personally thank every retailer, school and office that displays the blue WEEE Ireland battery box in pride of place in their respective establishments– it is because of you that we have raised so much for LauraLynn. As we are now in the run up to the Christmas season, WEEE Ireland are once again calling on the general public to make sure that they recycle waste batteries properly. Many people are already recycling their batteries responsibly, and battery recycling is very much part of their recycling routine at home and work, which is wonderful, but we need *everyone* to take part to support the cause and ‘recycle better’ . Simply put, it helps LauraLynn, it stops harmful damage to the environment, and you get to donate to a charity for free, it’s a win win!”

For more information on LauraLynn please log on to [lauralynn.ie](http://lauralynn.ie), for more information on WEEE Ireland log on to [recyclefree.ie](http://recyclefree.ie).

\*The campaign to date has raised €45k for LauraLynn, 300 overnight parent stays equates to €30k and 300 music therapy sessions equates to €15k – source LauraLynn.

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For further information please contact:

Lorraine Cronin

Insight Consultants

[Lorraine@insightconsultants.ie](mailto:Lorraine@insightconsultants.ie)

01 2939421 | 0877730361

**Notes to Editors:**

#### **About LauraLynn- Ireland’s Children’s Hospice**

LauraLynn is Ireland’s first and only children’s hospice. Since opening in September 2011, families across Ireland now have access to respite, home support and end-of-life care for children with highly medically dependent conditions. LauraLynn is a specially created unit located in the grounds of the Children’s Sunshine Home, Leopardstown, Dublin.

Every year there are approximately 350 child deaths and more than 1,400 children living with life limiting or threatening conditions in Ireland. The monies required to build LauraLynn was 100% generated through fundraising. It cost €5.5 million to build and fit-out

the hospice and now costs almost €2.4million to operate each year. To date, LauraLynn has received no state funding for operating costs.

For further information please visit [lauralynn.ie](http://lauralynn.ie)

### **About battery recycling**

The WEEE Ireland scheme operates on behalf of Producers of battery and electrical appliances to encourage people at home and in work to manage their electrical and battery waste responsibly. WEEE Ireland encourages people to use rechargeable batteries where possible and to use the WEEE Ireland small battery box or other suitable container at home to collect spent batteries for recycling. Waste batteries can then be deposited in larger WEEE Ireland blue boxes at collection points around the country. They are sorted at WEEE facilities in Ireland and safely transported to dedicated European battery recycling plants. Recycling batteries diverts them from landfill and ensures any heavy metals and chemicals they contain are managed in an environmentally responsible way.

Recycling also saves on natural resources as many of the component parts of batteries can be used again in manufacturing. For more information please log on to [recyclefree.ie](http://recyclefree.ie), or join the campaign on [facebook.com/weeeireland](https://facebook.com/weeeireland)

### **About WEEE Ireland**

WEEE Ireland (Waste, Electrical and Electronic Equipment) is a not for profit organisation, founded by producers of electrical and electronic appliances in order to help them comply with the legal obligations imposed by the WEEE Directive 2002/96/EC. WEEE Ireland manages the collection for recycling of household WEEE, lighting equipment and batteries from authorised collection points, on behalf of its Producer members.

### **Objective**

Our objective is to provide cost effective compliance for Producers to meet the requirements of the WEEE Regulations 2005 and Battery Regulations 2008, whilst minimising the cost to the consumer.

Anything in the home with a battery or a plug can be recycled at WEEE collection days. Waste collection specialists from WEEE Ireland are on hand to help you send your toasters, vacuum cleaners, fridges and every other electrical item imaginable to a better place.

As a consumer of electrical items, you are entitled to bring your waste electrical equipment to your electrical retailer when purchasing an item of similar type, i.e. on a one-for-one, like-for-like basis. Waste batteries can be brought back to any battery retailer that sells similar batteries, even if you don't purchase anything. All WEEE and waste batteries can also be brought to your local civic amenity site free of charge or to any of the collection events hosted by WEEE Ireland around the country, details of which can be found on [www.recyclefree.ie](http://www.recyclefree.ie)