

RING LEADER REPORTER



RING LEADER FUN DAY SHOW REWARDS U.K. RECYCLERS.

What better way to encourage school children to recycle than to make it fun. That's just what Hi-Cone's U.K. Ring Leader team does in helping sponsor a special show for top student recyclers. It's called Ring Leader Fun Day. The traveling environmental show features recycling mascots and a mad professor who performs skits to promote environmental responsibility and raise awareness of recycling.

For the last seven years, Hi-Cone has sponsored a competition among junior schools located in Bridgend, Wales, to recycle six-pack rings, which the children call Ringos. This year, 37 schools participated involving some 7,500 students. They collected more than 85,000 rings, an increase of 23,000 from the previous year. The six top schools were invited to attend the Ring Leader Fun Day celebration at Porthcawl Pavilion, a Victorian-style theatre. The children were entertained by a comedy recycling duo, participated in quizzes, and sang songs. The winning schools received prizes from 100 to 25 pounds.

"The Ringo collection scheme is designed to help raise awareness of young people about the need for taking responsibility for the environment," said Graham Kitching of ITW Hi-Cone U.K. In his remarks at the event, Kitching told the children what happens after they collect and turn in six-pack rings. "The Ringos collected will now be washed, sorted and melted down. They will be made into recycled Ringos and by reusing them, we reduce energy and preserve valuable resources necessary for making new ones. This is called a closed-loop recycling system." In the environmental lessons, the children were taught about the three R's for helping the environment.

"Young children will hold on to the recycling messages from the show and be conscientious recyclers for the rest of their lives," said Hi-Cone's Sue Evans, recycling coordinator for Hi-Cone U.K.

Note: For more information about the Ringo program, contact Sue Evans at +44 1753 479 980 or go to www.ringo.ie