



## Recycling by North East residents helps raise £1,000 for Traidcraft Exchange

Thanks to the recycling efforts of North East residents, Durham-based Premier Waste Management has made a donation of £1,000 to local charity Traidcraft Exchange. The money was raised through the Kerb-it recycling scheme, which donates £1 to charity for every tonne of waste recycled.

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Traidcraft Exchange, based in Team Valley, Gateshead, is the UK's only development charity specialising in making trade work for the poor in developing countries. Recycling and trade are particularly relevant at present, with World Fair Trade Day on 10th May focusing on fair trade and ecology.

Traidcraft Exchange is currently managing 14 major projects with a total value of about 5.5 million. These projects are directly benefiting 350,000 poor people overseas, with a further 1.4 million indirectly benefiting.

Heather Thompson, from Traidcraft Exchange's International Development Department, said, "1,000 tonnes of waste into a 1,000 donation shows that you really can turn trash into cash. We are really grateful to Premier Waste Management for this donation, which will be used to help poor producers in the developing world to trade themselves out of poverty."

Every year, Premier Waste Management supports local charities and good causes with money raised through its "Kerb-it" donation scheme.

"We are happy to support the work of Traidcraft," said Tony Hitchens, head of marketing at Premier Waste Management. "By donating money based on the amount of recyclables collected, we can reward the hard work by householders and benefit local charities."

For more information contact Emma Clark at Traidcraft on 0191 497 6462 or email [media@traidcraft.co.uk](mailto:media@traidcraft.co.uk).

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### Notes to editors:

- Traidcraft is the UK's leading fair trade organisation and has been fighting poverty through trade since 1979.
- Supported by its unique structure – a trading company and a development charity working together – Traidcraft has made a real difference to the lives of thousands of producers and their communities.
- For more information about Traidcraft, visit our website at [www.traidcraft.org.uk](http://www.traidcraft.org.uk)
- Kerb-it is the kerbside recycling service run by Premier Waste Management. Once collected the materials are taken to one of four Materials Recycling Facilities throughout the region, and bulked up ready for re-processing. For every tonne of waste, Premier Waste Management donates 1 to charity.
- Premier is one of the largest independent waste management companies in the UK. Premier offers a comprehensive range of waste management and recycling services to local authorities and businesses.
- For more information about Premier, visit their website at <http://www.premierwaste.com> or telephone 0191 384 4000.