

The *O'Brien* Schools Recycling Competition 2011

Most of you know that recycling is a good thing for our world and that it is important to recycle as much of our rubbish as we possibly can. But do you know what happens to the rubbish that you put in your recycling bins? Well, soon you will be able to come and visit the O'Brien Waste Management Education Centre in Wallsend and be able to see exactly what happens to all the waste you produce. To launch our Education Centre, we are running a competition to design a character or logo that you think best demonstrates recycling. It can be anything you want but must have something to do with recycling.

We are offering some great prizes. Along with a chance to be one of the very first visitors to our brand new centre, there are also prizes for the best 3 entries:

1st Prize - Games Console of your choice

2nd Prize - £100 Amazon Voucher

3rd Prize - £75 Amazon Voucher

and the school of the overall winner will get £250 in Amazon Vouchers for school books!

So here's what you need to do:

Design your character / logo and send us the following things:

1. A drawing / sketch of your character / logo.
2. A description of your character / logo.
3. A name for your character / logo.

We need to receive your entry no later than 4pm on Monday 3rd October 2011. We will then judge the entries and contact the winners in October. The entries will be judged by the team from O'Briens and their decision is final.

Please send completed entries no later than 4pm on Monday 3rd October to:
Paul Robinson, Marketing Manager
O'Brien Waste Management, Potter Street, Wallsend, Tyne & Wear, NE28 6UE
or by email to:
paulrobinson@g-obrien.co.uk

The *O'Brien* Schools Recycling Competition 2011

Drawing / Sketch here (you can use a separate piece of paper if you wish)

Description

Character Name

Then we need:

Your Name

Your Teacher's Name

Your School Name

Your School Address

Your School Email

Your School Telephone Number

1.0 Outline

O'Brien Waste Management are about to launch their new education centre at their waste recycling plant in Wallsend and are looking for school participation in designing a character that will reflect waste management in general but with a definite focus on recycling. The chosen character will then become the "face" of O'Brien Waste Management in schools across the north east.

2.0 Detail

The competition will be open to all Primary Schools across the area and will run from 19th September 2011 with entries needing to be with us no later than 4pm on Monday 3rd October 2011. Entry forms will be provided and these forms can be completed online or in hard copy format.

Once the closing date has past, all entries will be judged by a panel consisting of O'Brien staff and the judges' decision is final.

We will be looking for a character or symbol that demonstrates the recycling ethos in a fun, direct way that will appeal to young people. This character/symbol will then be developed and used in all communications with schools on an on-going basis.

3.0 Prizes

There will be a prize awarded to the winning entry and the winning school

4.0 Publicity

O'Brien Waste Management will produce a press release along with a photo of the winner (assuming parental consent has been received to use photo). This press release will only be used following approval from the winning school.