

Biffa Press Release

16/05/2008

Biffa Provide Support for Uplifting Event

Thousands of plastic water bottles, used by participants in the spectacular Playtex MoonWalk on Saturday May 17, were recovered by national waste and recycling operator, Biffa.

This famous event, staged in London's Hyde Park for its 11th consecutive year, saw 15,000 men and women in fantastically decorated bras walk 26.2 miles through the moonlit streets of London to raise money and awareness for vital breast cancer causes.

The Playtex MoonWalk is organised by grant making, health charity, Walk the Walk. The charity is aiming to raise more than £6 million for breast cancer charities across the UK. That's almost £1 million more than last year's event.

2008 was the third year that Biffa has been involved with the Playtex MoonWalk. The company placed 150 containers along the route of the walk to enable the recovery of waste.

Nina Barough Chief Executive and Founder of Walk the Walk comments "Walk the Walk has a strong environmental policy and we aim to recycle as many materials as possible from our events. It's great that Biffa can organise the recovery of all the plastic bottles used by our walkers. Last year was our best year yet for recycling and we aim to do even better this year!"

"We anticipate the recovery of around 70 per cent of the waste generated by the event," said Biffa area manager, Peter Gridley. "This material will be transported to our material recovery facility in Barking before being forwarded to a reprocessor, which will turn the plastic into new products."

Further press information from

Barry Walton at Biffa on 020 8789 9651

- Since 1996, more than 160,000 passionate Power Walkers have walked over three million miles for Walk the Walk - the equivalent of trekking to the moon and back more than six times. Since the events formation eleven years ago, The Playtex MoonWalk has established itself as a firm feature on London's bustling events calendar with the 2008 walk set to be the biggest yet.
- Biffa Waste Services Limited is a part of the Biffa Limited Group of Companies and is one of the largest single suppliers of waste management services in the UK. It collects, treats, recovers and disposes of municipal, commercial and industrial waste nationwide.