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ELVAL HELLENIC ALUMINIUM INDUSTRY S.A.

Elval again shows its commitment to kids with its Environment & Recycling programme

For the fourth year running, Elval's aluminium can recycling centre is making its "Environment & Recycling" educational programme available in primary schools. The programme aims to inform, excite, motivate and inspire children – and at the same time raise awareness among their families – on the issue of environmental protection and recycling. The programme is organised in collaboration with the "Experiential School" and the non-profit QualityNet Foundation and is part of the "Environment Marathon", a QualityNet initiative run under the aegis of the Ministry of Education to promote social and environmental responsibility.

As part of the programme, primary school children can take part in the 4th "Environment & Recycling" competition, with things they have made in the categories of knowledge, art and experience. Following the success of the competition in the last three years, when more than 900 schools and 1850 children took part, schools are invited to join in once again this year. The children's work will be on display at the "Athens InAction" festival at the Zappion Hall from 2-6 June 2010. On 5 June, prizes will be awarded to the works.

At the same time, Elval is organising an aluminium can recycling competition for individuals, families and schools, which aims to collect used aluminium soft drink and beer cans at the aluminium can recycling centre and forward them for recycling. The recycling competition ends on 31 May 2010. On 5 June, a prize draw will be held in two categories (individuals/families and schools) at the "Athens InAction" festival.

For the fourth year in a row, the "Environment & Recycling" programme is part of Elval's wider corporate responsibility programme and demonstrates the company's commitment to developing initiatives and implementing actions to further sustainable development.

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