

## PRESS RELEASE

CLIENT: Dennis Eagle Ltd  
TITLE: A new look for animal waste  
PUBLICATION(S): TBC  
DATE: 01/04/14  
WORDS: 276

---

As British recycling rates continue to rise, councils nationwide have announced the decision to roll out an additional recycle offering. The vibrant new bin design, available in a range of animal prints, will be introduced next month in an effort to cut down on the amount of pet waste left in gardens and public areas. Recent studies conducted by a local university have found that fouling rates have almost doubled in public areas over the last decade, with the West-Midlands being the worst affected area.

The hard-hitting, council-backed scheme is scheduled to roll out next month, as David Peters-Shilton, Chairman for the Public Waste Handling and Street Presentation Committee explains.

‘The amount of care we show to our pets is evidenced by the wide range of nutrition available in our supermarkets. Unfortunately though, what goes in must come out, and it appears that large numbers of the public have forgotten this. We believe that the vibrant designs of the bin will spread the message at the frontlines and make our streets a brighter place to live as of May!’

Council depots have seen large numbers of the bins roll into their service yards already, and it seems the feel-good effect is already at work.

‘You don’t get too many zebras in Coventry,’ jokes Michael Strachan, Urban Awareness Planner for Attenborough Council. ‘It’s like the African plains here at the moment. There’s no way Joe Public can miss this message’.

Three designs will be available for the scheme’s initial launch this May: zebra, leopard print and tiger stripes. Further designs expected to be added over the coming months and councils will be opening temporary hotlines on 14/4/14 to help cater for requests.

**-ENDS-**

**For further press information or images, please contact Dan Crowley of Denfield Advertising on 01926 881178 or email [dancrowley@denfield.co.uk](mailto:dancrowley@denfield.co.uk)**

