**Countrystyle Recycling Cleaning Up Kent Cricket**

Kent owned and operated waste and resource management company Countrystyle Recycling has joined forces with Kent County Cricket Club in promoting access to cricket activities, countywide.

Countrystyle, waste and resource management specialists providing innovative recycling solutions across Kent and beyond, is the first business in the county’s history to have a direct association with Kent Cricket’s Community Department, as a Major Sponsor for the next three years.

Kent Cricket’s community department worked with 117 schools in 2014, involving 2,183 hours of staff time. The team conducted 115 teacher training sessions, were linked to over 3,000 formal and informal cricket matches and had contact with 41,867 school pupils. Its portfolio of work includes support for 320 affiliated clubs including 180 junior sections and 64,000 players annually.

Kent Cricket CEO Jamie Clifford said: “It is very encouraging to have local businesses recognise and invest in our community work. This is often the unglamorous and little-known activities we do and yet it affects thousands of school children and adults throughout Kent”.

“Countrystyle Recycling is well known in Kent for their commitment to the local community, having won the Keiba (Kent Excellence in Business Awards) in 2014 for their community work, and we are very pleased that they have made the commitment to work with us.”

As an official partner of Kent Cricket, Countrystyle Recycling will be managing the waste collection *and recycling of dry mixed recyclables, glass, green and general waste* at The Spitfire Ground, St Lawrence in Canterbury, Kent *All materials will be segregated on site and collected by Countrystyle’s own fleet of vehicles for recycling at their Ridham facility near Sittingbourne Kent.*

Stuart Butler-Gallie, Director of Legal & Admin at Countrystyle Recycling said: “We are thrilled to have created this partnership with Kent Cricket”.

“We are very serious about our work in the community and believe the link to the broad reach that the Club has is the ideal partnership. We look forward to working closely and taking part in many activities with Kent Cricket.”

For further information please contact:

|  |  |
| --- | --- |
| **Kent Cricket** Thomas BrownCommunications Managerthomas.brown.kent@ecb.co.uk01227 456 886 / 07795 440 339 | **Countrystyle Recycling**Sarah RevellMarketing Executivesarah.revell@countrystylerecycling.co.uk01622 852048 / 07739 326838 |

**Editors’ Notes**

Countrystyle Recycling is a leading, privately owned waste and resource management and recycling company capable of handling, processing, disposing and recycling almost all forms of waste. Its flagship facility, at Ridham in Sittingbourne Kent, provides specialist services for the recycling of plasterboard and wood. Other services include in-vessel composting, two waste transfer stations and an extensive commercial waste recyclable collection service providing local authorities and businesses with closed loop waste and resource management [recycling](http://www.countrystylegroup.co.uk/pages/common/CountryStyleGroup.aspx?pg=7172) services. For more information please see [www.countrystylerecycling.co.uk](http://www.countrystylerecycling.co.uk)