



Media Release

5 April 2016

20 YEARS OF RECYCLING AND A TRIBUTE TO STAFF MEMBERS

For the 20th consecutive year, JT is calling upon Islanders to take part in its long-standing directory recycling campaign to make way for the 2016/2017 JT Directory which will be delivered by Jersey Post to homes and businesses over the next eight weeks.

JT's Head of Marketing, Tamara O'Brien, said: "We're very pleased to launch our annual directory and at the same time continue our directory recycling campaign for the 20th year. The front cover of the JT Directory is famous for its depiction of key Island events like the Natwest Island Games, and this year we have used this space to mark the great work that JT staff do outside of their day jobs.

"As we work alongside our staff we have been humbled to learn of the great things that many of them do in their own time, helping support the critical work of some of Jersey's vital community services including the local RNLI and the States of Jersey Fire service. Others dedicate their free time to valuable local causes such as the development of sports, fundraising for charities, and working with children within nurturing environments like nursery groups and the Scouts. Regardless of how big or small their contribution, we are proud of those individuals who invest their own time in our local community and it is inspiring when we consider how collectively they are making such a positive and wide-reaching impact right here in Jersey."

To encourage Islanders to recycle their old directories JT is once again offering a number of Island-wide collection points, as well as running the local primary schools 'Books for Tablets' campaign, which this year rewards the schools with a JT Smart Tablet in return for every 150 directories collected.

The JT digital directory includes all the information that JT compiles for Jersey, it can be accessed online at [the JT Directory](#) and JT Insight, as well as via the JT Directory App which is free to download.

Once distribution of the 2016 JT Directory is complete, additional copies of the phone directory will be available in return for a donation of £1, which will be split between Jersey Trees for Life and JT's chosen charity, Friends of Special Care Baby Unit. Extra books will be available to collect from Jersey Post at Rue des Prés and Broad Street, and Co-Op Grande Marché in St Helier and Co-Op St Peter.

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Notes for editor

More details about JT's recycling campaign and drop-off locations can be found at www.itglobal.com/Jersey/Personal/Supplementary-Navigation/Directory/Recycle-Jersey/

To find out more about the local organisations that JT's people support individually please see the Charity listings section in the JT Directory, or visit www.itglobal.com/community