

Press Release



Ref: TWC1/06

Date: August 14, 2006

Originated by: Martin Farrow, tel: 07771 970025

Waste Control sisters raise £1,500 for The Prostate Cancer Charity

Entrepreneurial sisters Denise James and Elaine Mason have celebrated the fifth anniversary of their company, Total Waste Control Limited, by handing over a cheque for £1,500 to the Prostate Cancer Charity.

To raise the money Denise, Elaine and the three other members of staff at the company's offices in Clay Cross dressed up in raunchy outfits to be photographed for a 2006 calendar.

Copies of the calendar were then sold to family and friends as well as clients and suppliers of the firm that specialises in the disposal of all types of commercial waste.

Explained Denise: "The calendar was really fun to do and proved to be very popular. We did a similar one last year and when it came to around to November people were already asking about another one for 2006.

"We are already planning a calendar for 2007 and this time we may go completely nude – like the famous WI calendar!"

According to Elaine, the sisters and the rest of the Total Waste Control team decided to support The Prostate Cancer Charity because of their work in a predominately male industry.

"The waste control industry is definitely male dominated but it has brought us into contact with a lot of people who have been directly effected by the disease," said Elaine.

"Prostate Cancer kills almost as many men as breast cancer kills women but it doesn't have the same profile and so what better way to celebrate our fifth anniversary than by helping the charity to raise awareness of the disease."

Every year around 32,000 men are diagnosed with prostate cancer and 10,000 die.

Denise Bailey, Corporate Partnerships Manager at the Prostate Cancer Charity explained that the money raised by Total Waste Control will be used to help fund a number of initiatives to raise awareness and provide support for sufferers.

More...

“We provide an information support service with specialist nurses who can answer questions on treatment and a range of other issues relating to the disease,” said Denise. “Each call costs us approximately £25 and so the support of Total Waste Control and other businesses is vitally important.”

“It is brilliant that Denise, Elaine and her staff thought of us and their help is very much appreciated,” she added.

Total Waste Control was founded in 2001 by sister Denise James and Elaine Mason and has seen considerable growth in recent years resulting in a move to larger premises at the Coney Green Business centre in Wingfield View, Clay Cross late last year.

Increased legislation on the disposal of waste, including hazardous materials, has meant more businesses than ever are turning to industrial specialists such as Total Waste Control.

END



Caption:

Denise Bailey (left), Corporate Partnership Manager at The Prostate Cancer Charity receives a cheque for £1,500 from sisters Denise James (centre) and Elaine Mason of Total Waste Control.

Notes to Editor

Issued on behalf of Total Waste Control by Martin Farrow of Moorlands Media. For further information, telephone Martin on 07771 970025 or Elaine Mason on 01246 252311.

Every year nearly 32,000 men are diagnosed with prostate cancer in the United Kingdom and 10,000 men die from it. Prostate cancer is now the most common cancer diagnosed in men in the UK – every hour at least one man dies from this disease.

African Caribbean men are three times more likely to be diagnosed with prostate cancer than their white counterparts.

If you have any queries about prostate cancer call The Prostate Cancer Charity's confidential helpline 0845 300 8383 which is staffed by specialist nurses and open from 10am to 4pm Monday to Friday and Wednesdays from 7 - 9pm visit www.prostate-cancer-org.uk

For further information contact The Prostate Cancer Charity Press Office on 020 8222 7653/7648.