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# News Release

For immediate release

## Maxitech.biz reaches the finals of the international World Challenge Awards

Multi-award-winning computer recycling company Maxitech.biz has reached the finals of the World Challenge Awards, the global competition organised by the BBC, Newsweek and Shell. World Challenge rewards individuals or groups which use enterprise and innovation to the benefit of local communities.

Maxitech.biz is the **ONLY** UK-based business to make it to the final stage. Over 800 nominations were received from around the world for this year's World Challenge Awards and Maxitech.biz, run by Peter Paduh, named Young Business Person of the Year at the London Business Awards, is one of just 12 companies to make it to the finals. The North London business has continually demonstrated its enthusiasm for helping the local community. Gary Ince, CEO, North London Ltd who nominated Maxitech.biz for the competition said, "We are extremely pleased Maxitech.biz has made the finals of this global competition. Their commitment to the environment and community is being recognized and we wish them luck in the finals."

A 30-minute television feature is now being put together on Maxitech.biz and the other 11 finalists, which will be aired on BBC World in October and November, prior to the public voting online for the overall winner. The international magazine Newsweek is also covering the awards and the finalists in a series of articles.

For the Maxitech.biz television feature, the Maxitech team is looking for two organisations with a large quantity of redundant computers to donate who are happy to be filmed and interviewed by the BBC.

To illustrate how millions of computers in the EU have been thrown away when they could have been recycled and used again by other sectors of society, Maxitech.biz is also intending to film at a landfill site. In addition, filming will also take place at Age Concern in London, to show how its 'Computers for Older People' project, launched by Ken Livingstone in June, is opening up the online world for older people.

"We are absolutely thrilled with reaching the finals of the World Challenge Awards," commented Peter Paduh, Managing Director of Maxitech.biz. "This shows that environmentally-friendly businesses with social responsibility are also exciting business ventures."

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**Notes to Editors**

**Maxitech [www.maxitech.biz](http://www.maxitech.biz)**

*Maxitech is a multi-award-winning not-for-profit organization dedicated to reusing and recycling redundant IT and electronic equipment. Maxitech's preference is to reuse equipment received, thus prolonging its lifespan, minimizing waste and benefiting charities and community groups who receive low-cost or free IT equipment.*

**North London Limited [www.northlondon.org.uk](http://www.northlondon.org.uk)**

*North London Limited is the sub-regional business support agency for North London. Funded by the London Development Agency (LDA), Think London and the North London Boroughs of Barnet, Enfield, Haringey and Waltham Forest it works to ensure a business friendly environment for company growth and development. All of North London Limited services are unbiased and no charge is ever made.*

**World Challenge 2006 [www.theworldchallenge.co.uk](http://www.theworldchallenge.co.uk)**