

**The Osborne Foundation presents the  
first luminescent motorway toro, made  
100% from recycled glass.**

*The Toro de Osborne is celebrating its 60th anniversary alongside motorways with the installation of a new board in El Puerto de Santa María (Cádiz) which will be lit up temporarily with a luminescent material obtained through the recycling of glass.*

**El Puerto de Santa María, 27th July, 2017.** The [Osborne Foundation](#) is celebrating the 60th anniversary of its Toro alongside Spain's motorways. To commemorate this day, the Toro de Osborne has a new "motorway eco-board" in El Puerto de Santa María, its home town. This new board will shine with its own light to raise citizens' awareness of the importance of recycling glass. The board has the same characteristics as the other motorway boards -14 metres high and weighing 4,000 kilos- but it includes a new feature that rejuvenates it, as it is made from 300kg of glass recycled by the town's citizens, thanks to the participation of Ecovidrio.

The installation of the 95th Toro de Osborne motorway board was attended by the Mayor of El Puerto de Santa María, David de la Encina, who stated: "The Toro de Osborne is a hallmark of our city in the world, without doubt our most international brand and the image of El Puerto's longest-standing company".

Chairman of the Osborne Foundation, Tomás Osborne, pointed out that: "The Toro de Osborne celebrated its fiftieth anniversary with a charity element. Now it is celebrating its sixtieth with the promotion of sustainability. Without doubt, our motorway boards are a contemporary symbol that changes with the times".

In this respect, Borja Martiarena, Ecovidrio's Marketing Director, explained that "Ecovidrio supports all institutions which, like the Osborne Foundation, implement initiatives promoting the call to

citizens to recycle. It is an honour for an icon like the Toro to have gone green".

Since the installation of the very first board in the Madrid area of Cabanillas de la Sierra, the silhouette of the Toro de Osborne has gained in size, notoriety and prestige to become a Spanish icon recognised all over the world. Its design, dimensions and location at the most strategic points of Spanish motorways do not go unnoticed by visitors, design lovers and the international media. Worth a special mention are the interpretations of artists such as Keith Haring, Annie Leibovitz, Helmut Newton and Richard Avedon, amongst others, which can be seen in Toro Gallery, the Osborne Foundation's museum space devoted to the history of the Toro.

### **A unique project to promote recycling**

Thanks to the participation of Ecovidrio, the new Toro de Osborne board in El Puerto de Santa María has been temporarily decorated with mosaic tiles made from a byproduct obtained from the glass recycling process, which has the property of absorbing and storing sunlight during the day and glowing at night thanks to the accumulated energy.

The recycling of glass is currently a key factor in the fight against climate change. In Spain, around 752,000 tonnes of glass are recycled each year; approximately 16 kilos per inhabitant, basically equating to 62 bottles per person. Thanks to the glass deposited into the green bins, in 2016 Spaniards managed to avoid the emission of 504,000 tonnes of CO<sub>2</sub> and save 1,670,000MWh of energy.

The Osborne Group is now selling mini glass recycling bins - miniature replicas of the containers you can find on the street, but for home use- decorated with the Toro de Osborne. You can buy these mini recycling bins at [www.tiendaosborne.es](http://www.tiendaosborne.es). The profit

obtained from the sale of these containers will go to environmental awareness campaigns.

### **About the Osborne Foundation**

*The Osborne Foundation's goal is to provide training for young people aimed at favouring their employability, promoting the entrepreneurship culture and innovation. Additionally, the Osborne Foundation is dedicated to the preservation and promotion of Osborne's historical heritage.*

*The Osborne Foundation has solid alliances with public and private entities which allow it to carry out activities aimed at fulfilling said goals.*

*This makes the Osborne Foundation the vehicle through which all the Corporate Social Responsibility activities of the Osborne Group are channelled.*

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