



green  
rewards

for  
sustainable  
living

[www.greenrewards.co.uk](http://www.greenrewards.co.uk)

## Press Release

12<sup>th</sup> January 2011

### Green Rewards buy-out deal to build on market position

The eco incentives and rewards provider, Green Rewards, has today been bought out by a new company, Green Leaning Ltd, which is headed up by the original Green Rewards' founder Graham Simmonds. The business has been bought as a going concern and will continue to trade as Green Rewards.

Graham Simmonds, who also chairs the board of the environmental charity Trees for Cities and has been described by The Daily Telegraph as an "eco hero", commented: *"Green Rewards operates the UK's only independently authenticated green and ethical incentives and rewards programme, and I am really looking forward to building on our consumer proposition through our website, [www.greenrewards.co.uk](http://www.greenrewards.co.uk); to developing our partnerships with a broad range of corporations in both the public and private sectors; and to introducing some innovative new products such as the Local Green Points scheme for local government."*

#### **Notes for Editors:**

Green Rewards is a unique sustainable incentives and rewards scheme. As well as providing an on-line shop for consumers underpinned by its own Green Points loyalty currency, Green Rewards provides motivational paper and e-vouchers to incentivise staff, customer and household behaviour. Its on-line green shop includes something for everyone with over 2,000 products ranging from organic lip balms and ethical fashion to books, DVDs, organic wine, charity donations and even kayaking and sailing experiences. Everything in the range is rigorously vetted and approved by an independent Sustainability Advisory Panel that includes some of the UK's leading figures covering carbon management, ethical fashion, waste, recycling and fair trade.

For more information, please call Dominic Davies on 0207 326 5055 or email him at [dominic.davies@greenrewards.co.uk](mailto:dominic.davies@greenrewards.co.uk)