



## Green Rewards

141-157 Acre Lane  
London SW2 5UA  
020 7326 5055

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

### Press Release

1<sup>st</sup> November 2011

## Breakthrough Breast Cancer is first UK health charity to sign up for innovative Group Fundraising Accounts scheme

Green Rewards is pleased to announce that Breakthrough Breast Cancer has today become the UK's first health charity to sign up for its fundraising programme, Group Accounts, which is now live on its website [www.greenrewards.co.uk](http://www.greenrewards.co.uk). Through the scheme, a registered charity can set up a Group Account into which members of the public can automatically donate a percentage of the Green Points they earn by shopping in its online eco-store.

Graham Simmonds, founder and managing director at Green Rewards says, "I know it's a constant challenge for charities to raise funds for all the wonderful things they want to do, particularly in the current times, and I hope other charities will follow the lead taken by Breakthrough Breast Cancer and take advantage of our Group Accounts scheme; according to a recent report, consumers in the UK are sitting on around £4bn worth of loyalty points and rewards that might never get spent and I don't want members of our scheme sitting on unspent Green Points – I'd much rather they did something useful with them and donated them to charity."

Amy Pearcey from Breakthrough Breast Cancer adds, "We're interested to see how this programme develops and are pleased to be involved at this stage. It will provide us with further opportunities to fundraise and therefore continue with our work which will help us achieve a future free from the fear of breast cancer."

There is no cost for charities to set up a Group Account with Green Rewards. Once set up, individuals can choose to automatically donate 25%, 50%, 75% or 100% of the Green Points they earn to their chosen charity. The online eco-store run by Green Rewards provides the widest green range available on the net with over 1,000 products and experiences. Every single item in the range has been vetted and approved by an independent Sustainability Advisory Panel to ensure it is genuinely green and ethical, and has a positive impact on both the planet and society. This Panel includes leading experts in carbon management, waste, ethical fashion, fair trade and sustainability. Every time a customer buys something in the green shop, they earn Green Points – with the launch of Group Accounts, people can now automatically donate some or all of their Green Points to their chosen charity.

# for sustainable living

Green Rewards is a trading name of Green Leaning Limited  
Registered address: 8 Baden Place, Crosby Row, London SE1 1YW  
Registered in England and Wales under company no. 7490327

To find out more about the Group Accounts scheme and how it works, please go to [www.greenrewards.co.uk/group\\_account](http://www.greenrewards.co.uk/group_account). Green Rewards sees the scheme rolling out to schools in the UK as phase 2 for Group Accounts.

**Notes to Editors:**

Green Rewards is a green and ethical online shop and rewards scheme that provides people with an easy and engaging way to lead a greener lifestyle and play their part in tackling climate change. The venture was set up and is run by Graham Simmonds, Chairman of the environmental charity Trees for Cities, whilst the radio and television personality, Neil Fox (who presents Magic FM's Breakfast Show) is involved as a director.

At [www.greenrewards.co.uk](http://www.greenrewards.co.uk) people can visit our green shop where we have brought together over 1,000 eco products, gifts and experiences offering something for everyone – from bird feeders for the garden, energy saving devices for the house, toys for the kids, ethical fashion, green charity gifts and much, much more! When people transact in our green shop, Green Points are only earned on the cash element of transactions (ie not on eco gift vouchers or Green Points spent), and only Green Points earned from transactions in our green shop can be donated (ie not Green Points earned for reviewing a product or by other means).

Green Points can only be spent in our green shop where everything has been rigorously vetted by an independent Sustainability Advisory Panel that includes some of the UK's leading figures covering carbon footprinting, ethical fashion, recycling and fair trade.

For more information, please call Janet Chu on 020 7326 5055 or email her at [janet.chu@greenrewards.co.uk](mailto:janet.chu@greenrewards.co.uk)

for sustainable living

Green Rewards is a trading name of Green Leaning Limited  
Registered address: 8 Baden Place, Crosby Row, London SE1 1YW  
Registered in England and Wales under company no. 7490327