

Press Release

8th July 2011

Green Rewards Launches New eVoucher

Green Rewards is pleased to announce the launch of its new “Eco Gift eVoucher.” The eVouchers can be purchased in values of £10, £25 and £50 to be spent in Green Rewards’ own on-line shop (www.greenrewards.co.uk) where customers will find a wide selection of green gift products and experiences. The Eco Gift eVoucher is an eco-friendly addition to the Green Rewards online shop and encourages customers to select products that are all positive for the planet.

Graham Simmonds, Founder and Managing Director at Green Rewards, says: “The UK gift card and voucher market is a £4bn per year industry in the UK*, and just imagine what a positive impact there would be on our precious planet if this was all spent on eco-friendly products and experiences!”

The eVouchers are available directly from the Green Rewards website and are emailed directly to the customer allowing them to add a personalized message before forwarding on to the recipient of their gift. There is also an opportunity for corporate customers buying the eVouchers to have them co-branded with their company logo.

With the launch of the new eVoucher, Green Rewards’ customers can now choose between paper vouchers made with 100% recycled, uncoated card stock or the new Eco-Gift eVoucher - the ultimate eco-friendly gift. One of the environmental benefits of vouchers is that they avoid unnecessary wastage, as recipients can spend them on things they actually want and need.

Products in the online shop range from contemporary household furnishings to unique sea-kayaking excursions. Customers can spend their Eco Gift eVouchers on a wide range covering more than 1,000 diverse products and experiences, each of which has been ethically sourced as well as vetted and approved by an independent Sustainability Advisory Panel (SAP – see Notes for Editors) to ensure they all meet the highest standards in sustainability and fair trade.

* Source: UK Gift Card & Voucher Association (2011)

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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 by Graham Simmonds, former Chief Executive of the environmental charity Trees for Cities, whilst the radio and television personality, Neil Fox (who currently presents Magic FM's Breakfast Show) is involved as a director.

At 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!

Our 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.

Members of the SAP panel are:-

Christopher Broadbent - Founder of BASE '08 (Business and a Sustainable Environment)

Dr Frances Corner - Head of College, London College of Fashion

Dave Hampton – Principle, Carbon Coach

Trewin Restorick - Founder and CEO, Global Action Plan

Matt Prescott – Sustainability Consultant

Leona Mani – Founder, BestFairtrade.com and Ethical Got Fabulous

For more information, please call Janet Chu on 020 7326 5055 or email her at janet.chu@greenrewards.co.uk

for sustainable living

Green Rewards is a trading name of Green Leaning Limited

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