



green
rewards

for
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Green Rewards

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www.greenrewards.co.uk

Press Release

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Green Rewards launches new Group Fundraising Accounts scheme for charities

Four of the UK's leading green charities – Greenpeace Environmental Trust, Sustrans, Trees for Cities and Global Action Plan – already in place as launch partners

Green Rewards is today announcing that its scheme to help charities raise additional funds, Group Accounts, is now live on its website www.greenrewards.co.uk. This means that a registered charity is now able to 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.

“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,” says Graham Simmonds, Founder and Managing Director at Green Rewards, adding, “I hope that other charities will follow the lead taken by our launch partners 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.”

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 the 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 today of Group Accounts, people can now automatically donate some or all of their Green Points to their chosen charity.

Issy Griffin from Greenpeace Environmental Trust (GET) says, “We’re really excited to be involved in this scheme as we are always keen to encourage our supporters to shop ethically, with a positive impact on the planet. By donating their Green Points to GET, shoppers are also raising much needed funds for our work - as we only accept donations from individuals this really is a win:win situation.”

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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

Trewin Restorick who is one of Al Gore's Climate Change Ambassadors and founder and chief executive of Global Action Plan adds, "Global Action Plan is always looking at innovative new ways to engage with our audiences and we're delighted to be involved in this Group Accounts scheme."

Sharon Johnson, chief executive for award-winning charity Trees for Cities, says, "There are always urban areas where we'd like to be planting trees if we had the funding and this scheme will be a welcome addition to our fundraising activities."

Jenny Sheriff, Sustrans' Supporter Development Director, said: "As the UK charity that helps give people more choice about the way they travel for their everyday journeys, we're delighted that this scheme gives people more choice about how they shop ethically and sustainably online. It's great that they can support our work as they shop and help us make walking, cycling and public transport use a more realistic option for people all over the UK."

To find out more about the Group Accounts scheme and how it works, please go to 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 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

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