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www.greenrewards.co.uk

Press Release

3rd September 2010

Green Rewards launches new “Eco-Gift Voucher” for Christmas

Green Rewards, the independent eco rewards company, is today launching its range of new “Eco-Gift Vouchers” for the Christmas market. Gift vouchers can be bought 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 the widest range of green gift products and experiences available on the net. Every one of the 1,800+ products and experiences has been ethically sourced as well as being vetted and approved by an independent Sustainability Advisory Panel (SAP – see Notes to Editors) to ensure they all meet the highest standards in sustainability including fair trade.

The range of products and experiences available is extensive, with the focus on contemporary and stylish rather than hairshirt and hemp – so gift vouchers can be spent on products such as diverse as an Antique Linen Boardwalk Shopper, a family tour of Emirates Stadium, or a Sunflower Grow It Kit. Green Rewards has something to suit every budget from £2.45 for a Natural and Organic Soap to a £1.349 electric Torqeedo outboard for boating enthusiasts.

All the vouchers are available in paper form and Green Rewards also has a unique e-voucher which cut down on the use of paper and postage making them the ultimate eco-gift.



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Notes for Editors:

Green Rewards is a unique ecological and sustainable online retailer and incentive scheme. The venture was set up by Graham Simmonds, former Chief Executive of the environmental charity Trees for Cities and Richard Hammond, senior marketing professional, whilst the radio and television personality, Neil Fox (who currently presents Magic 105.4 FM's Breakfast Show) is involved as a non-executive director.

As well as running an on-line shop, Green Rewards provides both paper vouchers and E-Vouchers that can be redeemed for any of its 1,800+ products. Ranging from organic lip balms and ethical fashion to charity donations and yacht sailing experiences there is something for everyone. All have been 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 and recycling and fair trade.

Green Rewards also has its own loyalty currency, Green Points, which customers earn with every purchase made in the on-line shop. Extra points can be awarded for product reviews, quizzing the SAP panel and even referring a friend. These Green Points can then be spent on any of the products and experiences in the green shop.

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, the Carbon Coach
Matthew Nielson - Head of Environmental Solutions, Royal Mail
Matt Prescott – Sustainability consultant
William Swan - Managing director of Paper Round
Leona Mani – Founder of BestFairtrade.com

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