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PRESS RELEASE

Green Santa, Mrs Green Santa and their red sleigh visited the Meadows Shopping Centre in Chelmsford on 29th January to take back all those unwanted presents and distribute them to charity shops and furniture projects where they can be put to good use.

Mr and Mrs Green Santa, along with their volunteer elves, were also handing out campaign leaflets to let people know where they can donate their unwanted reusable items throughout the rest of the year. There are over 100 charity shops, scrap stores and furniture projects throughout Essex allowing almost any item to be donated – from paint to pictures, furniture to fridges, and computers to cookers.

Anyone wanting more information on where and what can be donated should visit Essex's own Choose2Reuse website - www.ecorrn.org.uk

The Green Santa campaign is part of The "Choose2Reuse Donate It!" consumer campaign. This is the third and final phase of the Anglian regional award winning campaign **Choose2Reuse** which receives support from Defra's Environmental Action Fund. Charity and Furniture Reuse Shops from 30 charitable organisations across the seven counties in the Anglia Region are taking part in helping to promote the 'reuse' message by displaying the campaign posters and handing out free advice leaflets.

The campaign has new posters featuring full colour photographic images that show the environmental impact of not bothering to reuse. The posters will be displayed in the 320 participating charity and furniture reuse shops, with the project's mascot "Green Santa" encouraging members of the public to Buy, Donate and Volunteer.

Choose2Reuse Campaign Manager Nikki DiGiovanni said, "We are delighted that the Choose2Reuse event in Chelmsford was so warmly supported by the public accepting information leaflets about how to support charity shops and furniture projects through reuse. The event would not have been possible without the support of The Essex Community Reuse and Recycling Network and volunteers from the Salvation

Army. In particular we'd like to thank "The Meadows" staff team for working with the Choose2Reuse team in allowing us to promote community reuse organisations and charity shops in their shopping centre."



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For more information visit www.choose2reuse.org.uk and www.ecorn.org.uk

Notes for Editors:

Further information is available from Nikki DiGiovanni, Choose2Reuse Campaign Manager on 01354 742300 or nikki@ccorn.org.uk

Fact file:

1. Choose2Reuse was created by CCORRN in 2004 and it has already been acknowledged for environmental best practice by winning a Green Apple Award.

2. The Choose2Reuse campaign is being delivered by the Association of Charity Shops in partnership with the Cambridgeshire and Essex Community Reuse and Recycling Network's (CCORRN & ECORRN).
3. The Choose2Reuse campaign, now in its third year, is receiving £111,000 of grant from Defra's Environmental Action Fund (EAF). The EAF helps voluntary groups in England promote sustainable development through projects on Sustainable Consumption and Production (SCP). For more information on the fund, including other funded projects see:
www.defra.gov.uk/environment/eaf/index.htm.
4. The seven counties covered by the campaign are Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Suffolk, Norfolk and Northamptonshire.
5. The launch of the campaign through the charity shops commenced the week beginning 14th of January 2008.
6. Electronic copies of the promotional materials (poster and leaflet) are available from Nikki DiGiovanni, 01354 742300 or e-mail: nikki@ccorn.org.uk
7. For more information about the Essex Reuse and Recycling Network (ECORRN) please contact Ian Leete on 01245 268782 or e-mail: ecorn@googlemail.com