



FOR IMMEDIATE RELEASE AT THE LONDON BOOK FAIR - Monday 14th April

Launch

## Letterland Goes Green!

Launch of eco-friendly website at the LBF

Letterland\* is pleased to launch its new, eco-friendly, website at The London Book Fair. Letterland's host provider\*\* offers carbon neutral hosting through tree planting, enabling the independent publisher to lower its carbon footprint and mitigate the carbon generated through their server.

Karen Halliday, Letterland's Marketing Manager says "We were determined to launch our new website in an eco-friendly way. In the first year, we hope that the use of [www.letterland.com](http://www.letterland.com) will support the planting of hundreds of trees. Letterland is totally committed to change and 'Going Green' and our aim is to protect the planet for the generations of children that have fun – today and in the future – learning to read and write with Letterland".

Ms Halliday goes on to outline other initiatives in the Letterland eco-policy, "We are committed to developing an eco-friendly program that will enable us to print all our books on Forest Stewardship Council managed paper and are determined to keep our eco-footprint small. We keep local wherever possible, recycle all paper in the office, run diesel cars and use public transport where we can – we are even travelling to the Fair by electric car and bicycle!"

### Letterland's Emission-free Transport – an Electric Car and Bicycle!

Mark Wendon, Letterland's Managing Director, has driven to the London Book Fair in an electric G-Wiz (now situated in the seating area opposite 'Retail Solutions' in EC2). "The G-Wiz has zero emissions and perfectly illustrates Letterland's commitment to driving down pollution" he said. Mr Wendon is in good company – Bamber Gascoigne, Jerry Hall, Kristin Scott Thomas and Jonathan Ross OBE all drive a G-Wiz too!

Jonathan Wendon, Letterland's Operations Manager, has cycled to the LBF, all the way from Cambridge. "I really wanted to demonstrate my personal commitment to Letterland's green policy" he said.

### Apple-trees, display boards made of re-cycled carpet and eco-literacy activities...

Every visitor to the Letterland Stand at A675 will also be able to collect an eco-friendly resource entitled 'A-Z of Eco-Literacy Activities' (printed on recycled paper, of course). It offers tons of phonics fun for early years, without the carbon footprint. You will also be offered the chance to win an apple tree on the stand. Even Letterland's display boards at the show will be made of re-cycled carpets and printed with non-toxic ink!

**For further information, please contact Karen Halliday (07745 458960) or Catherine Stokes (07877 567110) or visit Letterland on Stand A675.**

\*Letterland is the independent publisher of best-selling child-friendly phonics titles.

\*\*Rackspace® Managed Hosting

More information on the G-Wiz can be found at [www.goinggreen.co.uk](http://www.goinggreen.co.uk)