

News Release

May 2008



Mayor of Peterborough welcomes Get a Green Grip Peterborough campaign...

Mayor of Peterborough Councillor Marion Todd was amongst the 100 attendees welcoming the Get a Green Grip Peterborough campaign which launched yesterday.

Addressing the audience she said, "I am delighted to be launching this campaign which is being run by Peterborough Environment City Trust. The campaign seeks to reduce plastic bags in Peterborough, and as the city is aiming to become the UK's Environment Capital this is an important step towards achieving that ambition.

"Plastic bags are very damaging to the environment and we are simply using too many of them. About 1070 tonnes of plastic bags are sent to landfill from Peterborough's black bins annually. In fact, on average 2.64% of the weight of the contents of a Peterborough black bin is made up of plastic bags.

She added, "I will be wearing my Get a Green Grip Peterborough bag with pride."

Attendees at the launch included staff from campaign sponsor Perkins, the Environment Agency, KJS Print & Mail, Royal Haskoning, as well as children from Jack Hunt, Hampton College, Longthorpe Primary Schools and Sacred Heart Primary School.

Attendees were provided with one of the Get a Green Grip Peterborough bags and invited to decorate it using materials donated by Re-store. All materials were items destined for landfill but instead were put to good use and reused.

Local award winning fashion designer Gurvinder Singh was on hand with Hereward FM Breakfast show presenter Abby Surgeon to help attendees decorate their Get a Green Grip Peterborough bags.

Alex Ford from Jack Hunt School was amongst attendees, "Eight members of the Jack Hunt School Green Group attended the launch and all had a great time. The students all loved designing their own personalised Get a Green Grip bags, and came up with a range of ideas from glitter covered green hands, to embroidered pictures of the world.

"They came away wearing their bags with pride, and eager to tell their friends and family to ditch plastic bags!"

The best decorated bag will win one of only five special edition bags hand customised by Gurvinder. The winning bag will be judged by Hugh Cripps Chief Executive of Peterborough Environment City Trust (PECT). The results will be announced on www.getagreengrip.com next week along with photos of all the decorated bags.

PECT are giving away 5,000 natural cotton, reusable bags throughout the campaign. Shoppers can get their free bag throughout at the launch of the Green Festival 2008 - 24th May, Cathedral Square.

Visit www.getagreengrip.com for more information.

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Notes to Editor

1. **Peterborough Environment City Trust (PECT)** is the organisation charged with leading Peterborough towards becoming UK Environment Capital. PECT carries out research and implements practical projects to protect and improve the environment. Our mission at PECT is to lead and support the city in delivering growth and regeneration in a truly environmentally sustainable way. As a successful charity we work with a wide variety of stakeholders to make a difference for our environment – through innovation, enterprise and commitment to action on the ground. PECT has a strong track record of delivering projects of regional and national significance. It has a staff of 35 working on initiatives from green spaces to business environmental management to sustainable communities and lifestyles.
2. **The Green Festival** is an annual celebration of our local and global environment organised by Peterborough Environment City Trust. The festival will run from 24th May with the launch event in Cathedral Square to 8th June 2008.

For further information please contact:

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