



WWF-UK

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Press release

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Ecover goes the extra mile for WWF's blue planet

WWF is proud to announce that Ecover are the official sponsors of this year's Blue Mile event. Aiming to raise vital funds to help protect the world's marine and freshwater environments, the Blue Mile is an exciting sponsored activity asking people to cover one mile, either in or next to water. Ecover, who have been producing ecological products for the last 25 years, have teamed up with WWF to encourage people to either organise their very own Blue Mile challenge throughout the summer or participate in WWF's flagship London event in September.

Triple round the world sailor, Conrad Humphreys who created the Blue Mile will be taking part in the "Triple Challenge" which involves a one mile swim, stand up paddle and kayak.

Conrad said: "I'm thrilled that Ecover have become the official partner with WWF's Blue Mile. They are an organisation whose core values closely mirror the ethos of the event and I hope that their message of "Powered by Nature" will encourage everyone to choose a more sustainable approach to our blue environment."

Ecover have previously worked with WWF to help raise awareness to the natural environment and have a solid environmental programme. With global projects specifically aimed at water conservation, Ecover are committed to making sure their products have a minimum impact on our marine and freshwater environments.

Tobin Aldrich, Head of Fundraising at WWF-UK said: "WWF's Blue Mile is an exciting event for all ages to get involved in, whether you organise your own event or take part in the more challenging London event, you can help raise funds to protect our marine and freshwater habitats. We are especially delighted that Ecover have come on board to be the official sponsor for the challenge."

Ecover spokesman, Rudy De Vis said: "We are really proud to sponsor the Blue Mile campaign – it's a project that we truly believe in and we are excited to be working with WWF to raise awareness of this crucial issue. The protection of our environment and waterways is a growing area of concern throughout the world and action needs to be taken. We support this wholeheartedly, so much so that Ecover teams will be taking part in the challenge on the day."

To Whom It May Concern: TAKE PART: If you want to make a big splash then you can take part in WWF's Blue Mile London event on Sunday 4 September, at Stoke Newington West Reservoir. Open air one mile challenges will be available to all who take part in swimming, kayaking and Stand Up Paddle Boarding. Participants can register to compete in any of the events or complete the 'Triple Challenge' and sign up

for all three. To find out more about WWF's Blue Mile event and how to take part please visit: wwf.org.uk/bluemile or call 02392 312008

Choose to organise your own sponsored Blue Mile event at your local swimming pool, lido, school or community sports group or if you don't fancy getting your feet wet, you can simply get family and friends together and do a sponsored walk or run along your favourite riverbank or beach!

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Editor's notes

About WWF

If everyone used natural resources and generated carbon emissions at the rate we do in the UK we would need three planets to support us. The way we live is leading to environmental threats such as climate change, species extinction, deforestation, water shortages and the collapse of fisheries. WWF's One Planet Future Campaign is working to help people live a good quality of life within the earth's capacity. For more information visit www.wwf.org.uk/oneplanet

About Ecover:

- * Ecover is effective - Ecover is powered by nature to create highly effective and supremely ecological cleaning products.
- * Ecover is sustainable - Ecover only uses sustainable plant-based ingredients and minerals. All ingredients are chosen to ensure Ecover's products are as effective as possible whilst also achieving the lowest possible toxicity and the most rapid and complete biodegradability.
- * Ecover is pioneering - Ecover continually strives to improve its product range and has spent seven years developing a new ecological surfactant for use in its hard surface cleaning products. This new Eco-Surfactant means the range cleans as well as - or better than - the UK's leading conventional brands. The products are made with fully renewable plant-based ingredients and produced using a totally biochemical process.
- * Ecover is a truly ecological company - Ecover operates from its world-famous ecological factories in Belgium and France. The company's guidelines for environmental criteria, the selection of ingredients and manufacturing processes are far stricter than those required by EU legislation. Ecover has been recognised by the United Nations Environment programme (UNEP) for their outstanding practical achievements for the protection and improvement of our environment.
- * Ecover is closer than you think - Ecover's ecological factories in France and Belgium are just 200 and 250 miles from London. This is approximately the same distance between Manchester and London, so although Ecover is not based in the UK, the transportation miles involved in distributing their products are comparable to those of UK based cleaning companies.
- * Reuse, Reduce, Recycle - Ecover's plastic bottles are made from polypropylene and polyethylene which are 100% recyclable. Both bottles and tops can be recycled together. Ecover offers a refill service through its health food store network which allows consumers to save money and plastic resources. Visit www.ecover.com to find out where your nearest refill station is.

For further information including high res imagery and further Blue Mile media materials please contact: Kellie Hulbert, tel: 01483 412383, email: khulbert@wwf.org.uk