

Photo Opportunity

Date/Time: Thursday 10th April, 10.30am
Venue: Conkers Discovery, Rawdon Road, Moira

Co-op goes Conkers ! & helps young people learn about the environment

Midlands Co-operative Society is giving its business a massive green boost by sponsoring the Heart of the National Forest Foundation in developing a special aspect of the Conkers Education Programme. The 3-year partnership will be launched at Conkers on Thursday 10th April.

The Society is supporting part of the Education Programme called 'Cans, Compost and Paper' where young people specifically learn about recycling and reducing waste and discover the fascinating world of composting.

Trying out the Conkers Education Programme on 10th April will be a group of 11 and 12 year-olds from Selly Oak Trust School in Birmingham. They will be taking part in activities which focus on reducing waste and which mirror the Midlands Co-op own recycling activities throughout its stores.

"At Midlands Co-operative Society we firmly believe that supporting our members goes hand-in-hand with helping the environment," said Dave Roberts, the Society's President who will be present at the launch.

"There can be no better way than supporting our local environment and young people in their ongoing discovery of all things green, than in our partnership with the Heart of the National Forest Foundation. Conkers is a magnet for young people and its Education Programme is extremely successful at teaching in a really fun, hands-on way. The Society is delighted to be sponsoring a specific part of these young people's learning about recycling and reducing waste."

"The Midlands Co-operative Society is a leader in championing ethical and healthy living issues" said Stephen Woolfe, Chairman of the Heart of the National Forest Foundation. "Therefore we are delighted to be working alongside the Society and celebrating the start of our partnership at Conkers here today."

In future years, Midlands Co-op will, in addition to supporting the educational programme, contribute to the creation of a footpath and cycle trail around Conkers.

Press reporters and photographers are invited to attend the launch of the Midlands Co-operative Society sponsored 'Cans, Compost & Paper' education programme at Conkers on Thursday 10th April at 10.30am with Selly Oak Trust School from Birmingham

For further information and pictures please contact:

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or

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Notes to Editors

- Conkers is a hugely successful family attraction all about woodland life and the environment. It's a great place for discovery, fun and learning, indoors and outdoors at whatever time of the year, and is suitable for families and all ages. Visitors can try out a tree top forest walk inside, have a go on hundreds of interactive exhibits, take a train ride, sample a year-round events programme and explore the woodlands, lakes and wildlife along the many walks and trails.
- Conkers has been created by the Heart of the National Forest Foundation, a partnership of the public and private sectors and the local community.
- Midlands Co-op is the largest regional co-operative society in the UK and trades across 11 counties. Its trading area mirrors the area covered by the National Forest. With over 400 trading outlets ranging from superstores to convenience stores, department stores, travel shops, funeral homes, garages, post offices and petrol stations, it employs nearly 8,000 staff. Its Business Support Centre is located in Lichfield.
- Selly Oak School was the very first special school in the country to become a Trust School, in September last year. In partnership with the Midlands Co-operative Society, the School has an incorporated charity running in tandem with it, the Selly Oak School Trust, which is developing an expanding range of support for people with Special Educational Needs.