



Press Release

1,000 Penguins walk around the world

London, Monday 7th June 2010... On Friday 4th June Penguin people across the globe took part in the annual Penguin Walk in aid of charity. The Penguin Walk has become a global fixture in the company's calendar; the event started in 2008 in the UK and expanded last year to include all of the company's global offices.

The tally of walkers around the world reached 1,000 and each of the international offices partnered with a local charity of their choice. The UK staff chose Room to Read – a charity that Penguin already works closely with. Having recently sponsored the building of a new pre-school in Sri Lanka, Penguin UK raised funds to publish local language books to stock its school's library and many others. Penguin US continued its support for the Nature Conservancy's Plant a Billion Trees campaign; Penguin New Zealand walked in aid of Save the Kiwi; South Africa raised funds for Delta Environmental Centre; Penguin Canada supported the World Wildlife Fund and Conservation Volunteers Australia (CVA) were the charity of choice for Australia.

Employees in Auckland and Melbourne set off first, followed by New Delhi, Johannesburg, London and finally New York and Toronto. Staff in London walked a ten-mile route through the Royal Parks, ending up at London Zoo. In celebration of the company's 75th anniversary, Penguin has just adopted its own penguin called Ariel, named after the first Penguin paperback, at London Zoo. Elsewhere, Penguin US walked along the Hudson River and Penguin Canada's route followed the Don Valley Ravine, while employees in New Zealand took in the wonderful ocean views from Penguin Drive in Auckland.

The event took place on the eve of World Environment Day (5th June). The Penguin Walk is an important reminder of the emphasis that the company places on its environmental and charitable responsibilities. Last week, Penguin UK was ranked number 11 in *The Sunday Times* Green List, an annual survey to find the companies at the cutting edge of improving corporate environmental performance. Initiatives such as printing all black and white titles on Forest Stewardship Council (FSC) certified paper; a five-year partnership with The Woodland Trust, the UK's leading woodland conservation charity, to plant 40,000 trees at the Penguin Wood in South Derbyshire and



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using 100% recycled paper are just some of the ways in which Penguin is working hard to become a greener company.

- **Ends** -

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If you would like pictures from any of the other global territories (New York, Toronto, Auckland, Melbourne or Delhi) please contact Lorna Broomfield (details above).