



PUTTING PAPER BACK

Penguin Chairman and Chief Executive, John Makinson plants first tree at the Penguin Wood

London, 23 January 2006: Penguin Chairman and Chief Executive John Makinson planted the first of more than 40,000 trees at the launch of the Penguin Wood at Botany Bay, near Linton in south Derbyshire on Friday 19 January.

The 96-acre site is being developed in partnership with the Woodland Trust, the UK's biggest charity dedicated solely to saving woods. The new woodland will be the result of a new approach to woodland creation with a mixture of seeds and saplings planted at the site resulting in over 40,000 trees over the next five years. There will also be pockets of wildflower meadow and grassland left to regenerate at nature's pace, making the wood rich in wildlife.

John Makinson and colleagues from the Penguin Group were joined at the tree planting by South Derbyshire MP Mark Todd, Woodland Trust chief executive Sue Holden and National Forest chief executive Sophie Churchill as well as local schoolchildren from Kniveton Church of England Primary School who were attending as part of the Woodland Trust's Tree for All programme. The site will be used to host further planting days for local schoolchildren and the community.

John Makinson said: "Penguin is proud to be partnering with the Woodland Trust to develop the Penguin Wood which will deepen our commitment to the environment by putting back some of the trees we use to create our books as well as create a place for future generations to enjoy."

Sue Holden, chief executive of the Woodland Trust said: "The purchase of this site gives us the opportunity to create the 'missing' part of the jigsaw of recently created woodland around the village of Linton. For lowland England the opportunity to create a single 650-acre wood



is very rare and brings species and wildlife benefits that come with scale. We're very excited to be working with Penguin to create a new woodland together in the National Forest. It's going to be a great asset to the people of Derbyshire, and the Midlands too. As with all our woods, Penguin Wood at Botany Bay will be open free to the public."

- Ends -

For more information please contact Joanna Prior on 0207 010 3250 or at Joanna.Prior@uk.penguin.co.uk

Notes to Editors:

Green Penguin: Penguin is deeply committed to tackling climate change and other environmental issues. Penguin, as part of Pearson, was the first major publishing company to sign up as a member of the WWF UK Forest and Trade Network and adopt a paper purchasing policy committing to forest-friendly solutions such as recycled paper and the Forest Stewardship Council system of certification which promotes responsible management of the world's forests. All Penguin UK hardback monochrome and trade paperback titles are printed on Forest Stewardship Council certified paper which guarantees that the paper comes from environmentally and socially responsible sources. As the UK's leading travel publisher, Penguin offsets the carbon emissions from any business flights taken by its employees.

Penguin has an active Eco-Committee committed to reducing the company's impact on the environment. For more information on Penguin and Pearson's environmental policies go to:

<http://www.pearson.com/index.cfm?pageid=154>

The Woodland Trust: The Woodland Trust is the UK's leading woodland conservation charity. It has 300,000 members and supporters. The Trust has four key aims: i) No further loss of ancient woodland; ii) Restoring and improving the biodiversity of woods; iii) Increasing new native woodland; iv) Increasing people's understanding and enjoyment of woodland. Established in 1972, the Woodland Trust now has over 1,000 sites in its care covering approximately 20,000 hectares (50,000 acres). Access to its sites is free. Further news can be found at www.woodland-trust.org.uk

Press Release

www.penguin.co.uk/pressoffice

