



## **Folláin Celebrates Launch of 2010 Tree Promotion**



Folláin, the Irish family-run business is delighted to announce the launch of its 2010 environmental and social initiative.

This year Folláin is once again pledging its commitment to helping to replant Ireland's native trees.

In 2007, the West Cork-based company that creates delicious fruit preserves, marmalades, jams, relishes and salsa, teamed up with Crann – the voluntary organisation dedicated to the promotion and protection of Ireland's indigenous trees, hedgerows and woodlands.

Working with Crann to help nurture a sustainable environment, Folláin has given away thousands of saplings as part of its innovative 'tree token' promotion. The giveaway allows Folláin customers the opportunity to collect tree tokens from product labels. By collecting four tokens, customers are entitled to a free native Irish tree.

Choosing from Wild Cherry, Mountain Ash, Alder and Irish Oak, token collectors can either decide to plant the sapling in their own garden, or donate the tree to a number of reforestation schemes across the country.

After running the promotion on a yearly basis for the last three years, the annual 'tree token' initiative is returning for 2010. To mark the launch of the 2010 campaign, members of Folláin, Crann and Trinity Comprehensive School held a tree-planting ceremony in Ballymun.

As a result of the success of the 2009 campaign, Folláin has supplied 200 trees to Trinity Comprehensive School in Ballymun for the students' school landscaping project. The joined venture by Folláin and Crann has been designed to integrate with plans drawn up by Dublin City Council and the architects and planners working with the Ballymun Regeneration Programme.

Crann co-ordinator, Marguerite Arbuthnot-O'Brien attended the recent planting ceremony. Speaking at the event, Marguerite highlighted the significance of the extensive project:

*"We believe that this initiative will have a huge impact on the entire Ballymun area. The visible impact of schoolyards with trees and gardens is extremely important – the presence of trees softens the build landscape. At Crann, we're also of the view that we can foster a sense of pride among the community for their trees and this will have endless benefits in making Ballymun a great place to live. We also ensured that the trees planted were of suitable species for an urban environment. This helps to create a pleasing landscape of mixed species which will in turn provide food and habitat for wildlife, provide cleaner air and, as is already proven in research, improve the physical and mental health of everyone living in the area".*

Jennifer Grorke from Folláin agrees that the project is hugely beneficial for a multitude of reasons. Based in the rural town of Baile Mhuirne in the Muscraí Gaeltacht, management at Folláin appreciate the importance of being surrounded by nature.

*"Our award-winning jams, relishes, salsas and chutneys are inspired by tradition and by the very best ingredients that nature has to offer. We create the Folláin range at our headquarters in West Cork, in the heart of the stunning Irish countryside. Management are delighted to support this extremely worthwhile scheme that brings an urban area closer to nature", she says.*

*"We started this project with Crann in 2007. Since then, the initiative has gone from strength to strength. Folláin's customers have reacted enthusiastically to our free tree promotion and we're getting excellent feedback in relation to the fact that we've decided to do something*

*positive for the environment and for local communities. Those who weren't in a position to plant their saplings in their own garden have received certificates outlining that a tree has been planted on their behalf. It's fantastic that even people who live in apartments, and therefore don't have gardens, can still participate".*

Although the trees have now been planted, Crann's involvement with Trinity Comprehensive School will continue. The voluntary organisation runs an ongoing schools programme to educate students about their natural surroundings, in particular the importance of protecting Ireland's indigenous trees and hedgerows.

The Ballymun Regeneration Project has been running since 1998 and involves the complete rebuilding of the area by demolishing the flats and providing sustainable and more appropriate housing for the community.

To support the 2010 nationwide environmental promotion, look out for the new tree token labels on Folláin jars at your local supermarket.



**For further press information**, please contact **Conor Hyde**, Bullseye Food Marketing on **021 4776644** or **087 6539676**