

News Release

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THE CHARITABLE BENEFITS OF A REWARDING PROGRAMME

Businesses across Kent are being given the opportunity to help staff and customers as well as global conservation with a unique initiative launched today by the John Aspinall Foundation.

On Monday 16th of July six of Kent's leading businesses, Sea France, Holiday Extra's, Spicers, Channel Chamber Of Commerce, The John Aspinall Foundation and The 23 Twelve Development Experience, came together for the launch of a truly exciting and innovative product at Port Lympne Wild Animal Park.

Aspinall Rewards has been launched to both raise revenue for The John Aspinall Foundation and help organisations of all sizes reward their staff, customers and members, whilst supporting projects that assist in delivering the charity's commitment to conservation, through captive breeding, education, and the rehabilitation of rare and endangered animals to protected natural habitats.

Caroline Chambers, Manager of Channel Chamber Of Commerce said "This much loved charity has yet again come up with an innovative and exciting way of reaching the business community, providing a service with tangible benefits for all."

The Kent-based charity, which is responsible for Howletts and Port Lympne Wild Animal parks as well as conservation projects overseas is looking for funding in order to continue with its ground-breaking work with rare and endangered species, which includes the rescue and release of over 50 Lowland Gorillas, victims of the bush meat trade and the return of five highly endangered Black Rhino's to the wild. The release programmes sustainability has been proven by successful births to both Gorillas and Black Rhino's reintroduced to the wild by The John Aspinall Foundation.

James Lewis from Holiday Extras - one of the first companies to sign up added: "It's fantastic to be involved with such a great scheme. This is something that will not only benefit a local charitable organisation, the staff of Holiday Extras and other companies using the service, but more importantly the conservation projects that The John Aspinall Foundation are involved with. We are proud to be a part of this exciting programme."

With the African rehabilitation programmes currently costing in excess of £500,000, The Aspinall Rewards Programme has been launched to help deliver much needed funds to The John Aspinall Foundation in order for it to continue it's ground breaking conservation work worldwide. With UK companies spending around £9billion a year on rewarding their staff and customers The Aspinall Rewards Programme provides organisations with the opportunity to invest some of this expenditure in a valuable way.

Belinda Wakeling Director of The 23Twelve Development Experience, who run an Emotional Intelligence Course at Port Lympne said "We are delighted to be associated with Aspinall Rewards Benefit Programme, we have a long association with the Aspinall Foundation both through 23 Twelve and through working with Robert Boutwood on the many fundraising projects he develops. The Aspinalls Rewards Programme is a first class initiative for business's to develop their companies and at the same time support this worthwhile charity"

The Aspinall Rewards Programme works by providing benefits and discounts of up to 60% on items such as DVDs, electrical goods, gifts, bicycles, holidays, home and travel insurance, and car recovery service for companies and organisations to reward their staff, customers and members, whilst supporting the worldwide fight for the survival of many endangered species.

Director of Fundraising Projects, Robert Boutwood, said: "I am very aware that as a charity we are always asking Businesses for their help but this time through The Aspinall Rewards Programme, we are able to provide companies with a real benefit for their employees and customers alike while they at the same time still continue to help their local conservation charity, The John Aspinall Foundation. It's marvellous and exciting and everyone is a winner."

To find out more go to www.aspinallrewards.co.uk/microsite

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For further press information, please contact Robert Boutwood on 01303 264647 or on robertb@howletts.net

Editors Notes: ALL profits from the software sales will be invested into funding our continued conservation work in the UK and Overseas.