



## ACTRESS CHARLIE BROOKS HELPS WEST LONDON SCHOOL FUNDRAISE AND SAVE PLANET



Following in the Tweet-steps of Stephen Fry; who adopted a plot of land for his mother; actress Charlie Brooks is also using a charity scheme to save endangered land. Through Healthy Planet's '2029' Adopt Land scheme, Charlie who plays schemer Janine Butcher, will see £9 go back to her chosen school – Ravenscourt Theatre School (RTS) in West London for every £20 spent.

By using the school's unique code for every endangered parkland plot adopted, starting from £20, Charlie will be supporting the charity; conservation work AND ensures £9 (45%) will go back to RTS as a 'Healthy Learning' grant. As special guest at the school's new premises open evening on **Friday 27<sup>th</sup> November 2009** Charlie will encourage parents and visitors to do the same.

Charlie said "I found out about Healthy Planet's '£20 + 0 = £29' idea from my own mother. As a relatively new parent I have a passion and interest in my daughter Kiki's welfare and became more aware of what is important to our children's future. I liked how Healthy Planet were mixing support for local schools in healthy and conservation learning, as well as green projects around the world."

Charlie plans to adopt plots of land to give as gifts this Christmas. "They will be unique personalised gifts that were actually fun to put together. I got to put my choice of picture, message and name on their Land Guardian Certificate; no two people can adopt the same plot and anyone can visit it using Healthy Planet's Google satellite images."

"I even adopted a plot for £20 to replace my Christmas cards this year. All my loved ones can see which parkland will benefit as well as directly saving trees (or part of one) from becoming Xmas cards. But most importantly, I liked this because the charity lets me choose to give back to the school."

At the end of what has been a rollercoaster year for many Shaylesh Patel Founder of Healthy Planet says "It simply feels right in the season of goodwill to look for gifts with a green conscience."

He explained how green initiatives like '2029' and others such as 'Land Guardian' are popular. "It's rewarding to support schools and environmental projects and fun to use technology in this way. And we realise the importance of helping children think differently from a younger age about

resources, waste, diet and exercise – that’s got to be good for our planet’s future and with it, their future.”

RTS pupil, India Jardine, aged 13 said “I loved being able to choose on my computer where to Adopt Land for my grandmother, I also put a funny picture of her on the plot. It’s near where she lives and where we’re spending Christmas day so that as a surprise we can walk there and I can give her the present. I’m hoping that she really likes it and it meant that I didn’t have to be dragged round the shops with my Mum for so long!”

RTS and PTA parent, Marcia Wootton, said “This is a free and simple way to boost our fundraising efforts at our Christmas fair and through our newsletter. We found it easier than expected to prove to parents and kids that 20 + 0 does really equal 29!”

“I would recommend other schools collect and distribute their free, unique code to parents and the wider school community.” RTS is planning to get their children to learn more skills from the initiative. “They will debate alternative suggestions on how to use the grant; select one; and then apply for & manage the money.”

Schools should email [codes@healthyplanet.org](mailto:codes@healthyplanet.org) for their free, unique code.

Adoping land comes in varying plots sizes and durations, starting from £20 pa for a football stadium sized plot (1 hectare).

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*For more information on the press release or the 27 Nov evening event, please contact:*  
Shaylesh Patel on +44 (0)7880 788865 Email: [contact@healthyplanet.org](mailto:contact@healthyplanet.org)  
Healthy Planet, 349 King Street, London W6 9NH [www.healthyplanet.org/2029](http://www.healthyplanet.org/2029)

*Enc: Editors’ notes*

## Notes to editors

### About Charlie Brooks and the event

- Charlie Brooks and her daughter Kiki will be at the 2029 launch/RTS Open Evening event on 27 November at Ravenscourt Theatre School, (3 Thameside Centre, Kew Bridge Road, Brentford, TW8 OHF). **Press welcome. Please contact Shaylesh Patel if you plan to attend.**
- Images and photos will be made available before and after the event. Please contact Shaylesh Patel or [pr@healthyplanet.org](mailto:pr@healthyplanet.org)

### About the '2029' initiative

- What does  $20 + 9 = 0$  mean? The ' $£20 + 0 = £29$ ' basically explains the buyers point of view. The buyer of the plot of land only spends £20 and are receiving the plot of land for this amount but are also managing to give £9 to the school at no extra cost.
- Schools are encouraged to promote ' $20 + 0 = 29$ ' at their Christmas fairs and use Healthy Planet's downloadable flyers at [www.healthyplanet.org/2029](http://www.healthyplanet.org/2029). The Healthy Planet/School '2029' marketing flyer template is enclosed.
- $20+0=29$  allows you to adopt and personalise a plot of land as a Christmas gift or e-card, which start from £20, and at least £9 will go to your choice of school ([www.healthyplanet.org/2029](http://www.healthyplanet.org/2029)).
- $20+0=29$  is extension of our Land Guardian initiative ([www.healthyplanet.org/adoptland](http://www.healthyplanet.org/adoptland)) and our schools work 'Healthy Learning' ([www.healthyplanet.org/learning](http://www.healthyplanet.org/learning)).
- For shoppers pressed for time, or not so au fait with Google Maps/Earth, there is a 'Quick Adopt' option where Healthy Planet will adopt for you and your school. [www.healthyplanet.org/adopt](http://www.healthyplanet.org/adopt)
- With all of our public facing initiatives, over 90% of '2029' money raised is invested in projects and/or schools, making donating through Healthy Planet a highly effective way of making a difference.
- The only restriction on the school is that the money they receive must be spent on Health or conservation however as little or as much as they earn will be given back, for example if only one plot of land is adopted for one school they will still receive £9.

### About Healthy Planet

- Healthy Planet is a fun, innovative and award-winning charity that is using technology and bright ideas to encourage greener, healthier lifestyle choices. 'Adopt Land and Become A Guardian' are popular because they let you decide how to spend your donation and get involved in supporting schools and environmental projects even if you lead a busy life or have a budget constraint. ([www.healthyplanet.org/usin60seconds](http://www.healthyplanet.org/usin60seconds)).
- Healthy Planet's registered office is at 349 King Street, London W6 9NH, charity number 1122475. [www.healthyplanet.org](http://www.healthyplanet.org)
- The founder is Shaylesh Patel, entrepreneur and previously accountant with Ernst and Young. The charity's conservation advisory board is headed up by Mark Mulligan, Doctor of Physical Geography at King's College London
- Healthy Planet was Highly Commended for the Best Website and nominee social enterprise categories for the 2009 Third Sector Excellence Awards. See: <http://www.healthyplanet.org/News/thirdsectorexcellenceaward.aspx>

*End of notes*