

# PRESS RELEASE

Immediate release

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## P-P-P-Pick it up, says Penguin



**Photograph opportunity at Neighbourhood Centre, 1 Wellington Parade, Dukinfield SK16 4LE with local 'eco-warrior' schoolchildren and the penguin at 10.30am on Thursday 29<sup>th</sup> November 2007**

A talking penguin has been given a warm welcome in one of New Charter's neighbourhoods in Dukinfield.

But this specimen hasn't travelled from the southern hemisphere. It's the latest way of forming good habits, and rewards children for picking up their litter.

The unique, talking-penguin bin congratulates anyone who 'feeds' it with litter. Award-winning residents from Central in Dukinfield secured the bin from the Derbyshire supplier when they celebrated success at last month's Royal Horticultural Society Neighbourhood Awards.

The residents' group decided to present the novelty bin to local school Lyndhurst Community Primary. Many of the children attending the Hill Street school contributed to the environmental improvements on the estate which was also recognised at the North West in Bloom awards.

Belinda Jeffery of Central in Bloom said: "This is an ideal innovation to show youngsters that caring for the environment can be fun and rewarding. The kids are very aware of the value of keeping our neighbourhood tidy and free of litter. We know the school will provide the penguin with a safe home, as no killer whales have ever been sighted in this part of Dukinfield..."

Now the children are to decide on a name for their flightless friend whose 90 litre capacity is the equivalent of over 2100 Penguin chocolate biscuit bars.



## NOTES FOR EDITORS

1. New Charter formed in 1999 as the new landlords to own and manage homes transferred from Tameside Metropolitan Borough Council in Greater Manchester. With a turnover of £53million a year and a workforce of 800, New Charter is one of the region's largest Registered Social Landlords, and is regulated by The Housing Corporation, a Government watchdog. By incorporating Aksa Housing Association, the Group owns 15,000 homes.
2. The penguin bin is made by Amberol, of Alfreton in Derbyshire. The company specialises in 'street furniture' such as litter bins, recycling bins and self-watering hanging baskets and planters, made by a specialist rotational moulding process.
3. **iN business for neighbourhoods** is a long-term project highlighting housing associations' performance. As social businesses, housing associations do not make profit. They offer homes for rent and sale at prices local people can afford. Housing associations provide more than homes - they help create places where people want to live. Wherever you see the **iN business for neighbourhoods** sign, something great is happening in the area. Housing Associations who display this logo are committed to their customers, the neighbourhoods they work in and strive for excellence in everything they do.

## CONTACTS:

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