Press Release

23rd August 2010

Petrol power is out. Pedal power is in!

EMPLOYEES at New Charter Housing are on their way to a greener, healthier future following the purchase of two new bicycles.

Workers at the social landlord's Cavendish Street headquarters in Ashton can now pedal their way to appointments on two brand new mountain bikes instead of driving.

Those who dare to don helmets and brave Britain's summer weather will be paid for mileage at the same amount they would for using one of the company's two eco-friendly Smart Cars.

The scheme was the idea of Dawn Reynolds and Paul Giles - both keen cyclists and members of New Charter's staff cycling club.

Their idea was given the go-ahead after the pair pitched it at a Dragons' Den style event.

Both said they hoped the scheme will encourage staff to think about the environment and get healthy at the same time. Paul, who plans to use the bike to carry out an estate inspection next week, said: "New Charter is always promoting healthy living and this just takes that one step further. It is a wonderful idea which has a dual action – not only is it great exercise, but it takes a vehicle off the street.

"If it encourages more people to bring their bikes to work, that would be fantastic – all we need now is some good weather to cycle in!"

Dawn added: "I'm really glad that New Charter has supported the idea and the fact that the bikes have been used within a week of being made available shows that people are definitely enthusiastic. It means less emissions and less cost to the company."

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