

## NEWS RELEASE

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### Jersey Electricity backs 'Forgotten Forest' project

Jersey Electricity customers who have switched to paperless ebills and statements will help to fund the regeneration of a unique collection of trees at Val de la Mare.

Jersey Electricity promised to donate £5 to Jersey Trees for Life (JTFL) for every customer who switched from paper bills to bills by email. Some of the funds raised so far will help JTFL to launch the 'Forgotten Forest' project, the charity's latest environmental endeavour to mark its 75<sup>th</sup> anniversary year.

To start the project, JTFL is asking all school children to design a 'Forgotten Forest' logo and Jersey Electricity is backing the competition with a £500 cash prize for the winning school, a year's sponsorship of a dedicated zone in the forest for the school and funding for an educational visit to the forest.

The 'Forgotten Forest' is a 50,000 sq metre arboretum at Val de la Mare containing specimens from all over the world, including Australasia, America and Japan. Planted in the late Seventies and early Eighties, the arboretum has become overgrown through lack of maintenance. Its regeneration is a major undertaking for JTFL who will be holding an open weekend later this year to raise awareness and further sponsorship.

Jersey Electricity CEO Chris Ambler said: 'We promised to give £5 to Jersey Trees for Life for every one of our customers who switched to paperless e-billing. We are delighted that the funds raised so far will now be put to such a worthwhile cause.'

'The planting and maintenance of trees is important for our environment and the regeneration of this unique woodland is of particular significance to the Island. By involving school children at the outset, we hope it will encourage their long-term interest in this particular project and protecting our Island environment generally.'

'Jersey Electricity is pleased to support our community in environmental and educational initiatives. The 'Forgotten Forest' project is both. This is a long-term commitment. We will be supporting other aspects of the project as they arise and we hope it will encourage even more of our customers to switch from paper bills and statements to paperless ebills.'

For further information, please contact:  
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