

MAKING THE RAINFOREST WHOLE

Whole Earth brings brand to life through tree planting partnership



Whole Earth, the UK's number one peanut butter, is strengthening its partnership with the Sumatran Orangutan Society (SOS) with an on-pack and digital campaign to support reforestation in Sumatra.

The awareness and action-based partnership will see the SOS logo added to jars of Whole Earth peanut butter from December, plus a pledge to plant 20,000 trees in part of the Leuser Ecosystem in Sumatra, the only place in the world where orangutans, tigers, elephants, and rhinos all live together.

The #maketherainforestwhole partnership is part of Whole Earth's continued commitment to put the planet first, protecting and restoring ecosystems that support the Earth's biodiversity. By planting thousands of trees on behalf of its customers at the charity's 'Forever Forest' reforestation site, Whole Earth will be restoring a vital rainforest ecosystem, benefitting wildlife, climate, and communities.

**EMMA VASS, CEO OF WHOLE EARTH'S OWNER WESSANEN UK,
COMMENTS:**

"Trees and forests have long been at the heart of the Whole Earth brand, and central to our brand identity. So naturally we're delighted to be working with the fantastic team at the Sumatran Orangutan Society (SOS) to promote their vital work, highlight the importance of reforestation, and create The Forever Forest for the benefit of the planet, climate and biodiversity."

The partnership will also feature expanded website and social content, raising awareness of the charity's work to protect and restore forests, highlighting ways that people can get involved.

**HELEN BUCKLAND, DIRECTOR OF SUMATRAN ORANGUTAN SOCIETY
SAYS:**

"It's incredible to see how quickly a forest grows in Sumatra - within just a few years, Whole Earth and its customers will have created a new home for wild orangutans."

One of the biggest issues facing orangutans' survival in the wild is the fragmentation of their habitat, so support for our reforestation program is vital in helping us ensure that Sumatra's orangutans - and countless other species which live alongside them - have a future. The bigger picture, of course, is that rainforests like the ones we find in Sumatra have a major role to play in regulating the Earth's climate and rainfall, so by planting 20,000 trees, Whole Earth's impact will also be felt far beyond Sumatra."



ENDS

For further information, image requests or interviews with SOS Director Helen Buckland please contact:



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ABOUT WHOLE EARTH:

Founded in 1967, Whole Earth creates natural and wholesome foods that are good for you and good for the planet. With a firm commitment on real, down-to-earth goodness, Whole Earth makes peanut butters and other products that are made with only natural, wholesome ingredients with nothing artificial added. Whole Earth is the UK's no.1 peanut butter brand and is best known for its growing spreads portfolio.

ABOUT SUMATRAN ORANGUTAN SOCIETY:

SOS strives to secure the future of Sumatran orangutans and their forests, tackling the causes of deforestation as well as the symptoms. The charity takes a holistic approach, supporting and enabling vital work on the ground in Sumatra through developing effective conservation programmes and partnerships, capacity building and fundraising for frontline organizations, and advocating globally for governments and the private sector to strengthen and uphold their commitments to conservation. SOS projects and campaigns aim to help wild orangutans thrive in safe forests. <https://www.orangutans-sos.org/>

ABOUT HIGHLIGHT PR

Highlight PR is a results-focused PR and content marketing agency, based in Bath. The agency specialises in consumer PR for baby, kids and family brands and licensed characters and B2B PR for architects, designers, events, leisure and creative companies.

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