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PR FIRM HEADLINES ITS SUPPORT FOR GREEN BRITAIN DAY

A Newcastle-based PR agency is doing its bit for the first ever Green Britain Day which takes places on Friday July 10th.

To mark Green Britain Day staff at O Communications are joining 'Team Green' by picking one of its simple choices to make a difference; they are organising a Team-Swap of unwanted clothes and accessories.

With six girls willing to share their wardrobes, the only male member of staff design director Robin Owers is also doing his bit by picking the 'Team A to B' option and giving up his car to cycle a 25 mile round trip to the firm's Ouseburn Valley offices once a week.

Green Britain Day is organised by Team Green Britain which aims to make Britain a leader in the race against climate change by 2012. A host of green events will be going on up and down the country on July 10th including Team Big Lunches, Team Swaps and Eco Teams.

Managing director Kari Owers said: "The Team Swap seemed like the ideal way for the O Communications girls to have fun, save money and highlight a 'greener' way of shopping. Rob, being the only man in the office didn't have a swapping partner so he's opted for the green commute to work.

"As a company we were already reviewing our environmental policy to aim to be more eco-friendly, so being part of Green Britain Day came at the perfect time. It is also a great community morale booster as it's all about bringing people together."

Ends

For further information go to: www.teamgreenbritain.org

Follow us on Twitter (where our logo will turn green for the day too) on www.twitter.com/ocommunications.

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