

## Press Release

### East Anglian Wildlife Trusts to benefit from new calendar

The East of England Co-operative Society has announced that its East Anglian Wildlife Calendar for 2012 will raise money for the Norfolk, Suffolk and Essex Wildlife Trusts.

The calendar, which will feature wildlife images from local amateur photographers, will go on sale in the autumn with £1.00 from the sale of every calendar going towards the three Wildlife Trusts, with the proceeds being split equally between them.

It is expected that thousands of calendars will be sold in Co-op stores across East Anglia providing additional funding to help the Trusts with their valuable conservation and educational work across the region.

Roger Grosvenor, Group General Manager – Trading, for the East of England Co-operative said: "Our East Anglian countryside provides a wonderful habitat for a huge variety of wildlife and we hope to raise thousands of pounds for our local Wildlife Trusts.

Roger added: "It's not too late for photographers to send in their photos for the calendar, but they will have to be quick as the closing date is 1<sup>st</sup> July! They will have the chance to see their photograph published and also support a very worthy cause."

Peter Dorans, Corporate Relations Manager, The Wildlife Trusts said: "This is a wonderful initiative by the East of England Co-operative Society that celebrates nature and recognises the vital work of The Wildlife Trusts across the entire region promoting our Living Landscapes vision. It's also a great way of sharing some fantastic wildlife photography with a wider audience in East Anglia".

The competition is open to all amateur photographers living in Norfolk, Suffolk or Essex, who are also Members of the Society\*. This is the third year the competition has run and last year it produced some stunning images from around the region. Twelve high quality photographs were included in the calendar, which sold in its thousands through East of England Co-operative stores providing £10,000 for East Anglia's Children's Hospices and The Treehouse Appeal.

Photographs should be images of wildlife in its natural East Anglian habitat including birds, insects, large and small mammals, farm animals and rare breeds – but not domestic pets or zoo animals! Good composition and images that will enhance a high quality calendar are essential.

Each of the twelve winning photographers selected will see their image printed on the calendar – one for each month, as well as receiving £100 of Co-op vouchers to spend as they wish.

Entries – a maximum of two - should be unmounted 7" x 5" portrait orientation, full colour prints at a minimum of 300dpi, and be clearly marked on the back with name, membership number, address, contact telephone number, and email address

if available. Brief details of where and when the photograph was taken are essential.

They should be sent to: East Anglian Wildlife Photography Competition, Marketing Department, East of England Co-operative Society, 47 St Helen's Street, Ipswich, Suffolk IP4 2JL.

The closing date for entries is Friday 1st July 2011, for more information and the full terms and conditions go to [www.eastofengland.coop](http://www.eastofengland.coop)

\*Anyone wishing to enter the competition who is not a Member can get details about joining from their local Co-op store.