



Ecover lends their support to Stop Climate Chaos

Ecover, the UK's leading brand of ecological cleaning products, is launching a new on-pack promotion with the Stop Climate Chaos coalition. The promotion encourages Ecover consumers to sign up to the I Count campaign and complete a survey looking at their views on being green, and attitudes towards green living. www.ecover.com/survey

The promotion will launch in March, giving two thousand lucky Ecover customers the chance to win a copy of both Ecover's Healthy Homes book and I Count's book. There will also be the chance for 5 winners to have their home cleaned with Ecover. The promotion will appear on Ecover's washing up liquid and toilet cleaner.

As ecological pioneers, Ecover offer a wide range of effective sustainable cleaning products, based on natural plant and mineral ingredients. The products have been created in Ecover's dedicated ecological lab, putting the power of nature to work.

The Stop Climate Chaos Coalition is made up of more than 50 organisations including Greenpeace, Friends of the Earth, WWF and Oxfam. All have joined together to make their voice heard in the fight against climate change. Individuals are encouraged to sign up to reducing their ecological footprint by making small changes in their day to day living.

The I Count campaign fits perfectly with Ecover's ethos that if we all take small steps we can make a big difference. "Ecover are delighted to lend their support to the I Count campaign. We believe that we can all make a difference to global warming by limiting our environmental impact. Whether adopting low energy processes and using eco-electricity, to recycling and using ecological cleaning products around the home. Our Healthy Homes Book is full of simple and effective suggestions on how we can all make a difference", Says Clare Allman, marketing manager (UK).

Cathy Anderson, Fundraising and Marketing Director for Greenpeace UK added; "Stop Climate Chaos is an unprecedented coalition, uniting millions of people in taking a stand against climate change. We believe that by joining together we can create a stronger voice. We are delighted that Ecover are supporting I Count through

their on-pack promotion. It's a great contribution to the campaign, helping us to spread our message, and get more people involved."

Ends

For further press information please contact:

Kat Forse or Becky Cross
Bray Leino Public Relations

Tel: 0117 973 1173

Fax: 0117 946 6664

Email: kforse@brayleino.co.uk / bcross@brayleino.co.uk

Notes to Editors

- The Stop Climate Chaos Coalition launched its I Count campaign on 11th October 2006, www.icount.org.uk
- Ecover operates from the world famous Ecological factory and is globally respected as an organisation, which is forging the way for ethical companies of the future. The company's guidelines for environmental criteria, the selection of ingredients and manufacturing processes are far stricter than those required by EU legislation. Ecover sets the standards for others to follow and has been recognised by the United Nations Environment programme (UNEP) for their outstanding practical achievements for the protection and improvement of our environment
- All of Ecover's plastic bottles are made from polyethylene and polypropylene, which are both 100% recyclable and can be recycled together
- The product range is not only kinder to the environment, but also kinder to the skin as all products are based on natural plant and mineral ingredients and do not contain optical brighteners. For more information on Ecover see www.ecover.com
- Ecover's Healthy Homes Booklet is a valuable resource tool, informing and equipping consumers on how to take simple steps to being more ecological around the home. It is available to order at www.ecover.com