

PRESS RELEASE – OCTOBER 2023

Local social enterprise Ethical Reading seeks businesses to sponsor trees

Ethical Reading, a social enterprise that helps local organisations make a positive social and environmental impact, is looking to connect with businesses to fund the planting and care of urban trees. The tree-planting season kicks off in November, and they are keen to attract funding for more trees around town over the coming weeks.

Ethical Reading developed and runs the Trees for Reading initiative in partnership with Reading Tree Wardens and Reading Borough Council. Last year the scheme was responsible for adding 41 substantial young trees in parts of town where they will make maximum impact, including low-income areas with low levels of tree cover as well as built-up central areas.

Theale-based insurance and financial services company, Macbeth, sponsored two trees in West Reading. The Freeman's maples (*Acer freemanii* 'Autumn blaze') were planted on Dee Road, next to St Michael's Primary School. The planting was carried out by contractors working on behalf of Reading Borough Council, who will also be providing watering for the first two years, to help them get established.

Trees for Reading lead, Kathryn McCann, commented, "We're grateful to Macbeth for their generous donation, which has allowed us to bring more trees to this part of town, where tree cover is low and pollution high. As they grow, they will help to improve air quality in the area. Young lungs can be especially vulnerable to the impact of airborne pollutants, so this location right next to a primary school will ensure the trees have maximum positive impact."

Millie Smith, Marketing Director at Macbeth, said, "With many of our people born and bred in Reading, we've always been passionate about supporting local community-based projects.

"We're delighted to be a part of this project, knowing the fantastic benefits the trees will bring, improving mental health and general wellbeing, helping to reduce summer heat and boosting biodiversity."

If you work for a business that might be interested in supporting tree planting in the town, you can find out more at www.ethicalreading.org.uk/trees-for-reading.

NOTES FOR EDITORS

About Ethical Reading

Founded in January 2018, Ethical Reading is a not-for-profit community interest company. It exists to help organisations in Reading and their teams do the right thing by each other, the wider community and the environment, and to thrive in the process. It's all about supporting people to take a compassionate, respectful and responsible approach when making decisions at every level, from the board room to everyday interactions.

www.ethicalreading.org.uk

Facebook, Twitter and Instagram: @ethicalreading

About Macbeth

Macbeth is one of the fastest growing independent insurance and financial businesses in the Thames Valley with a brand and passion for delivering independent advice backed by a truly outstanding, client-focused service. We are a Chartered, award-winning company, with a professional culture that underpins everything that we do.

The company is actively committed to supporting local business partners, charities and our community, including Ethical Reading's Trees for Reading initiative, Pride of Reading, RAMS Rugby, Reading Rotary Club, Bradfield Tennis Centre and Calcot Park Junior Fundraiser.

www.macbeths.co.uk

Facebook, Twitter and Instagram: @macbethinsurance

PRESS CONTACT

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