



A tremendous effort



new balance



To celebrate New Balance's centenary year, an acre of new woodland was created by staff from the company at a special tree planting day in November 2006. Staff dug in to plant the trees at a new community woodland that is being developed in St Helens. The site is located off the M62 near the Warrington Ikea store and is owned by Community Forests Northwest, a local environmental charity.

The planting day was run in partnership with The Mersey Forest, a not-for-profit, environmental regeneration initiative working with communities and businesses to transform the landscape of 420 square miles of Merseyside and North Cheshire. Since 1994 the Forest has increased woodland cover in the area by over 60%, bringing a spectrum of benefits for local people, the environment and also the regional economy.

The New Balance acre of woodland not only gives something back to the local area, as the inaugural planting at the new St Helens woodland, but also provides wider environmental benefits. As well as representing valuable habitat to help encourage wildlife to the site, as the trees develop they will 'lock up' carbon dioxide from the atmosphere and hence contribute to the fight against climate change. The site is now open to the community for quiet recreational use, and details on how to find the site and where to park can be found at www.newcommunitywoodland.blogspot.com



To find out more about The Mersey Forest or to discover how you can get involved, call The Mersey Forest Offices on 01925 816 217 or visit www.merseyforest.org.uk

