

## **Penguins walk for the environment**

**Benedicte Page**

2 June 2008

**Penguin staff will walk along the Thames on Friday (6th June) to raise money for the Woodland Trust. Over 370 employees are opting to take on either 10 or 20 miles for the Penguin Walk, set to become an annual event as part of Penguin's "Green Week", timed to coincide with World Environment Day on 5th June.**

Other Green Week activities at Penguin include "Think Before You Print" and "Switch it Off" campaigns to encourage people to reduce paper use and turn off computers at night. There are also bike doctor sessions for those who cycle to work, personal carbon footprint calculators and a lunchtime event with John Grant, author of *The Green Marketing Manifesto*.

Puffin is launching the latest Charlie and Lola book by Lauren Child, *Look After Your Planet*, on World Environment Day. The book aims to help very young readers understand green initiatives and a national schools recycling competition to win a £1,000 green makeover is part of the marketing campaign.

*Source:* [www.thebookseller.com](http://www.thebookseller.com)