



Press release: October 30, 2006

“Greening up” for the New Year

An award-winning natural gardening company is encouraging people to make “green” New Year resolutions to help protect the environment.

Heather Gorringe, managing director of Wiggly Wigglers, a Herefordshire-based mail order business, says public-spirited resolutions, such as composting household waste, saving water and feeding the birds, might be easier to keep than personal ones.

“When New Year rolls round, many of us put ourselves under huge pressure to do things like lose weight or join a gym – and many of us fail spectacularly, often because the goals we set require a lot of willpower,” explains Heather. “I reckon that if people resolved, instead, to do something simple like composting their kitchen waste, they would be more likely to succeed. They would feel good about themselves and the environment would benefit.”

Wiggly Wigglers, last year’s British Small Business Champion, is the UK’s leading supplier of worm-assisted composting systems and is also the country’s only distributor of Bokashi, which uses effective micro-organisms, such as bacteria, yeasts and fungi, to break down kitchen waste into compost.

“Composting household waste not only enriches your soil so that your flowers, shrubs and vegetables grow better, it reduces the amount of rubbish that has to be collected and disposed of by local authorities,” says Heather.

“Making your garden more bird-friendly by planting the right kind of shrubs or just putting out a nut feeder is another way to ‘green up’ for the New Year as many of our native birds are in decline. Investing in a rain butt will help you beat a possible hosepipe ban next summer and keep your garden plants happy – they prefer rain water to stuff from the tap.”

- **Note to editors: If you would like a feature-length article on one or more of the ways people can “green up” for the New Year, we can supply one free of charge.**
- **For more information on Wiggly Wigglers or for additional photography, please contact Heather Gorrige on 01981 500391 or heather@wigglywigglers.co.uk or Ros Dodd at Scarlet Media on 0121 442 6429 or ros.dodd@scarletmedia.co.uk.**