

## **FOR IMMEDIATE RELEASE**

### **Nashua Mobile, Food & Trees for Africa to plant nearly 3000 trees in Cosmo City**

Nashua Mobile and Food & Trees for Africa (FTFA) are set to celebrate Arbor Month in September by planting nearly 3000 trees throughout Cosmo City, North of Johannesburg. The first of these trees will be planted at Tirisano Mmogo Junior Secondary School in Cosmo City on 1 September 2009, with about 500 trees to be planted at individual homes on the same day. A further 2450 trees will be planted throughout Cosmo City during Arbour Month by FTFA on behalf of Nashua Mobile.

The money donated to beautify and green Cosmo City - about R190 000.00 - was raised through a Nashua Mobile pledge to donate R10.00 to FTFA for every one of its subscribers who opt to receive their monthly accounts via email instead of in the post.

About 300 members of the Cosmo City community are expected to attend the symbolic planting event on 1 September, as are poet, Dineo Ndlanzi, and a well known Japanese comedian and environmental activist, Tentsukuman. A Japanese delegation from Wonderful World of Trees Festival will be in attendance to make a donation of 50 trees, while the phenomenal EarthWalker will be on hand to inspire the community and share insights into the importance of plant life to humanity.

Says Doug Mattheus, marketing director at Nashua Mobile: "We are proud to see several months hard work invested in this initiative culminate with a massive greening exercise that will have a real impact on quality of life for the people of Cosmo City. We thank our customers for their support throughout this project. With their help we have been able to contribute more than R440 000.00 to FTFA since the inception of the electronic billing project. "

"Nashua Mobile has converted more than 44 000 customers from paper-based statements to electronic billing over the past six months. As more customers continue to move away from paper-based bills, they are helping to save numerous trees and countless litres of water, as well as to reduce solid waste and toxic air pollutants," adds Mattheus.

Electronic bills also benefit customers since they are easy to process, manage and store and contain a wealth of information that can be easily searched and sorted. Customers can opt to receive their monthly bills by email and are also encouraged to register at Nashua Mobile's online billing portal at [www.nashuamobile.com](http://www.nashuamobile.com), where they can view bills and other information at their leisure.

Says Jeunesse Park, founder of Food and Trees for Africa: "We commend Nashua Mobile on their paperless billing initiative, which will allow us to plant nearly 3000 much-needed trees for disadvantaged communities in Cosmo City. The social, health and environmental benefits of greening are manifold.

"Trees still supply the most basic elements of life - oxygen, water vapour, food, shelter and fuel, and are an efficient way to offset the carbon emissions that contribute to global warming. Their presence in the community is simply essential to human health and happiness."

The Japanese volunteers are on a tree planting and food gardening goodwill mission to South Africa coordinated by the 'Wonderful World Tree Planting Festival' (WWTPF), a Japanese based organisation, and FTFA. Leading the Japanese group are Earthwalker Paul Coleman, who has walked over 47 000 km, since 1990, through 39 nations spreading the environmental message, and Tentsukuman. Japanese rock band Funkist, is also amongst these volunteers who will plant trees with the Cosmo City residents.

Talk Radio 702's, Jenny Crwys-Williams, will be broadcasting from the event.

Rand Water is donating plants and tools to the school on the day, BallStraathof is sponsoring flower seeds to the community and Doonholm Nursery is contributing herbs. Fruitree will provide juices for thirsty tree planters.

Mrs. Jennifer Mabushe, Community Liaison officer in Cosmo City, is excited: "This will be a wonderful gift to the homeowners, as they have just moved in to their new houses."

The event it will take place at 10h00 on the 1st of September 2009, Tirisano Mmogo Junior Secondary School in Cosmo City, Ext 4. It will be attended by Nashua Mobile representative, visitors from Japan and community members and Talk Radio 702 will be broadcasting from the event.

For more information or if you would like to attend our event please contact Joanne Rolt on 011 803 9750 or [joanne@trees.org.za](mailto:joanne@trees.org.za).

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#### **About Nashua Mobile**

Nashua Mobile, a wholly-owned subsidiary of the JSE-listed Reunert Limited Group (<http://www.reunert.co.za>), is an independent telecommunications solutions provider that has built up a range of offerings from Broadband, Internet service provision and mobile Data through to messaging and cellular voice solutions. The company operates through four divisions: Corporates and SMEs; Retail and Franchise; LCR and Specialised Services; and Nashua Mobile Internet.

The company is one of South Africa's largest, independent cellular solutions providers and one of the few providers to offer customers the choice of all three networks (Vodacom, MTN and Cell C).

More information on Nashua Mobile is available at [www.nashuamobile.com](http://www.nashuamobile.com).

#### **About FTFA**

FTFA is a national public benefit organisation that promotes sustainable natural resource management and seeks to contribute towards food security and greening in South Africa. Companies that want to measure their carbon footprint and make a contribution to FTFA's work for Arbor Month can visit [www.trees.co.za](http://www.trees.co.za)

**Wonderful World of Trees Japan:** [www.wonderful-world-syokurin.org](http://www.wonderful-world-syokurin.org)

**Earthwalker:** [www.earthwalker.com](http://www.earthwalker.com)

**SA Tourism Japan:** [bradley@southafricantourism.or.jp](mailto:bradley@southafricantourism.or.jp)