

Press Release

Hailsham In Bloom Sponsorship And Donations 2011/12

Tesco has become the latest supporter of Hailsham In Bloom by sponsoring their forthcoming Recycled Fashion Show, a one-off event showcasing clothes made from recycled and waste materials.

The competition, which takes place at the Hailsham Pavilion on Saturday 11th June, is still undergoing planning and organisation by the Town Council's Hailsham In Bloom Committee and its project partners, and Tesco has agreed to donate recycled and unsold clothing items towards the event in their bid to help raise environmental and recycling awareness.

Although this is the first year for the Hailsham In Bloom Recycled Fashion Show, recycling isn't a new concept for Tesco who currently distribute unsold clothing and other waste from their stores to various recycling plants across the country.

Lynne Chapman, Community Champion at Tesco Hailsham said, "I get great pleasure out of my job role, and helping the local community with both my time and Tesco resources is extremely rewarding. I am looking forward to the Fashion Show and all the local talent Hailsham has to offer."

E&S Heating and Ventilation, a Hailsham-based company who are working towards their environmental quality accreditation status, are supporting Hailsham In Bloom again this year, and have agreed to sponsor the winner and runner-up prizes for the Best Kept Front Garden and Hailsham In Pictures competitions, £50 and £25 respectively.

Other local businesses which have contributed towards Hailsham In Bloom's efforts this year, financially or in terms of manpower provided, include Hailsham Cellars – who donated a number of event raffle prizes – and Focus DIY, who gave the committee over 1000 flowers for planting in the Dennis King Memorial Sensory Garden, town gateway floral markers and outside Hailsham Police Station.

Donations from voluntary organisations have also been made, including those from Hailsham Lions' Club, Hailsham Rotary Club and the East Sussex Association of Blind and Partially Sighted People (ESAB).

A spokesperson from the Hailsham In Bloom committee said, "Since the re-launch of our committee in 2007, businesses in Hailsham have become increasingly aware of horticultural, environmental and other issues and supported our various projects, themselves playing an active part in improving the aesthetic and environmental quality of our town."

"We would like to extend our thanks to all these forward thinking companies who clearly understand the importance of local community support and local environmental improvement, and welcome additional support from other sectors of the local business community by way of sponsorship, donations, or the provision of manpower or equipment."

For further information about Hailsham In Bloom sponsorship and donations, Hailsham Town Council on 01323 841702 (during office hours) or visit www.hailshaminbloom.org.

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