



WATER, WATER EVERYWHERE! WLT & MPMA launches metal refillable water bottle to support endangered habitat conservation

This week, Monday 14 September, international conservation charity, World Land Trust (WLT) in partnership with the Metal Packaging Manufacturers Association (MPMA) launched a new metal refillable water bottle.

Each bottle will be sold through the World Land Trust website shop with proceeds supporting the charity.

World Land Trust is a conservation charity that protects the world's most biologically significant and threatened habitats, principally through the purchase of land, working with a network of local conservation partners to create and extend nature reserves and to establish vital wildlife corridors.

WLT also runs a 'Plant a Tree' scheme which to date has delivered sufficient funds to plant over two million trees worldwide. Through the sale of each refillable water bottle, the charity will receive £5 which is the cost of planting an individual tree as part of the WLT scheme.

The refillable water bottle is also engraved with the Metal Recycles Forever logo providing users with an important reminder that metal can be recycled again and again with no loss of quality, thus explaining its classification as a permanently available material.

Robert Fell, MPMA director, commented: "The metal packaging sector is delighted to be working in partnership with such an excellent and effective conservation charity. The refillable metal bottle being the perfect vehicle for this collaboration as it supports two very important sustainability messages, those of reuse and infinite recyclability".

The bottles are set to be used by WLT ambassador, Nick Hollis, mountaineer and adventurer, who completed the Seven Summits challenge to climb the highest mountain on every continent. Nick is set to embark on his next challenge rowing across the Atlantic as part of a two-man crew and the WLT bottle will form part of his supply pack.

Dan Bradbury, Director of Communications and Development, at World Land Trust added: “We’re very pleased to be working with MPMA as an official partner on the WLT metal refillable water bottle project. Apart from supporting our vital conservation projects around the world, the bottle also reminds us of the importance of reusing products, and of course being constructed from metal it’s also fully and easily recyclable when it finally comes to the end of its life.”

WLT Bottle goes on sale from Monday 14th September 2020 from worldlandtrust.org.

-ends-

About MPMA

The Metal Packaging Manufacturers Association is the lead voice of the UK metal packaging industry with direct links into a European market employing 177,000 people across 760 companies producing over 98 billion containers each year.

The Association supports and represents members’ interests on industry matters related to operational, regulatory and environmental issues.

In addition, the work of the Association promotes the benefits of metal packaging and the sustainable attributes of steel and aluminium through education programmes, industry awards and relevant communication channels.

About World Land Trust

World Land Trust (WLT) works with local conservation partners around the world to save, protect and restore critically threatened habitat for wildlife, and in doing so, address climate change. WLT has been saving land to save species for more than 30 years, and today our work to protect tropical forest habitat is more important than ever to safeguard these vital ecosystems.

For more information, please contact:

Jessica Friend Bartlett

Jessica@twelvepr.co.uk

T: 01608 495016