

NEWBURY IN BLOOM 2017 FUNDRAISING AT YOUR LOCAL TESCO

Newbury in Bloom 2017 is bidding to bag a cash boost from the Tesco Bags of Help initiative.

Tesco stores have teamed up with Groundwork to launch a monthly funding scheme, which sees grants of £5,000, £2,000 and £1,000 – all raised from the 5p bag levy – being awarded to local outdoor community projects.

Three groups in every Tesco region have been shortlisted to receive the cash award and this month shoppers are being invited to head along to Tesco stores to vote for who they think should take away the top grant.

Newbury in Bloom 2017 is one of the groups on the shortlist for January.

In 2016 the Newbury in Bloom campaign was relaunched by Newbury Town Council and entries were received from businesses, pubs & restaurants, primary schools, places of worship and allotments. The standard was extremely high. We are looking forward to expanding the campaign further for 2017.

Cllr Dave Goff, Leader of the Council said, “We were so pleased with the quality of entrants we had in 2016 and the enthusiasm for the project was great. With the extra funding from Tesco stores we will be able to expand the campaign and enhance the floral displays in the Town for everyone to enjoy throughout the summer. Everyone can help by voting for us when shopping in local Tesco stores – you just need to add your token to the voting boxes in store - please help us to raise as much funding as we can”.

Voting is open in stores from 2 January to 28 January. Customers can cast their vote using a token given to them at the check-out in store each time they shop.

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NOTES FOR EDITORS:

- The Bags of Help initiative is supported by money from the five pence charge levied on single-use carrier bags in Tesco stores.
- So far Bags of Help has awarded over £24 million to 2,421 local community projects.
- For more information please visit: www.tesco.com/bagsofhelp

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