

October 2009



Carol Klein urges Christmas shoppers to choose “growing gifts”

Send a Cow launches new Green-Fingered Christmas Catalogue

Fed up with digging to find out what your gardening friend, who has everything, wants for Christmas? Well Carol Klein has the answer - choose a gift from the new Send a Cow Christmas catalogue and help African families grow their way out of poverty for good.

From goats to trees and stoves to bees, development charity Send a Cow has a huge range of gift ideas this year, certain to appeal to green-fingered friends and guaranteed to help change lives in Africa forever.

Endorsing the new gift range, Klein said: “I never cease to be amazed at how much you can get out of just a few seeds and a little hard work. In Africa, where thousands of families rely solely on what they can grow to eat, not having the right skills and materials can literally be a matter of life and death.

“Send a Cow is a really innovative charity when it comes to growing. I’ve seen their techniques and they really work. So why not ditch the smellies and pot plants this year for a growing gift from Send a Cow’s catalogue? It will truly make difference for years to come.”

This year, Send a Cow’s new range of training gifts are the perfect choice to help African families become independent. So, for the cost of a posh box of chocs, dad could have ‘Perfect Plots’, which trains families in building perfect vegetable gardens; or instead of another roll of twine gathering dust in the shed, grandad could be unwrapping ‘Harvests to Celebrate’ on Christmas Day, knowing he has helped train communities in essential skills such as water storage, composting and planting.

As an added bonus this year, each present comes with one of six fun window stickers that remind you throughout the year how your gift is living on in Africa. Perfect for the shed window!



Notes for Editors:

1. For further information, or for a copy of the catalogue, please call:
Lorraine Finnigan: 01225 871946 or 01225 874222

Our online catalogue will be launched on October 12th www.sendacowgifts.org.uk

2. Send a Cow helps African families grow enough food to feed their families, sell produce and develop small scale businesses that last. We do this by providing training livestock and seeds and ongoing support; and by helping families make the most of the land they already have.

3. Other Gifts in the catalogue include:

- Magic Muck £7 –Training on how to mix and use compost.
- Beat the Bugs £15 - Training in animal wellbeing and basic veterinary care.
- A Cracking Team £30- 10 chickens with training.
- A Well Rooted Solution £75- Tree planting to overcome climate change and prevent soil erosion.
- Local Food Champions £125-Training to use local food for three healthy meals a day.
- Drinking in the Goodness £125- A goat to a family living with HIV.
- Wet when it's Dry £200- Training and materials for a water storage pit.
- A Brilliant Dad £500- Pure bred breeding bull and training.

4. This year, each gift bought comes with one of six fun animal window stickers to remind your family member or friend how your gift will keep giving all year.

