

2nd December 2009

***The gift that's for life – not just for Christmas...
New research show ethical presents are the perfect choice for Brits***

Christmas shoppers this year are set to waste thousands of pounds this year as new research from charity Send a Cow shows that 70% of the nation will wake up to presents on Christmas morning that they simply don't want or need.

So if you're stuck for different gift ideas that don't waste money on unwanted socks for Dad, chocs for Nan or smellies for Auntie, choose a present from Send a Cow's ethical catalogue instead; a massive 60% of people say they would like to receive an ethical gift, but just forget to ask. It's a fun, meaningful and long lasting present idea – bound to get people talking around the turkey!

With only four shopping weeks to go until Christmas, other findings from the National survey include:

- 60% of the people in Britain want an ethical gift but 66% of people forget to ask;
- People love buying and receiving ethical gifts because it gives something long lasting and practical to a worthwhile charity and avoids unnecessary waste;
- 59% of shoppers would buy an ethical gift for a family, friend or colleague;
- People expect to receive an average of 7 presents this Christmas;
- At least one present under the tree will be something people don't need;
- 62% of people would happily give up a present for an ethical gift.

Martin Geake, Chief Executive of development charity Send a Cow said:

"I'm thrilled to see that people love ethical gifts so much. They're long lasting presents that support a great cause - we just need to remember to put them on our Christmas lists!"

As one of the first UK charities to introduce ethical giving, Send a Cow is the obvious choice for these wonderful present ideas. I've seen first-hand what a difference we make in Africa - with over 20 years experience, Send a Cow has the expertise and practical know-how to help families leave poverty for good.

What better way to surprise your friends or family this year than by giving a gift which represents the true meaning of Christmas - and which keeps on giving for years to come?"

You can buy the presents your friends and loved ones really want this year right up until Christmas Eve at www.sendacowgifts.org.uk . From goats to trees, and stoves to bees, this year's catalogue has a great new range of training gifts for families in Africa that will carry on giving long after the decorations are taken down. In addition to knowing you have bought a worthwhile and long lasting gift, we'll also send you a quirky, fun animal sticker with each present to remind your friend or family member how their gift is living on in Africa.

So for the cost of a posh box of chocs, you could choose the gift of 'Happy Homes' for Nan, helping to create family harmony and a loving environment for children to live in. Or instead of some socks for Dad, you could choose for 'Food for Thought', to train parents to cook nutritious meals for their children. Maybe your whole family could club together for 'Fruitful Futures' which takes an unproductive piece of land and transforms it into a fruit filled orchard? They're the perfect presents to guarantee smiles all round on Christmas day!

Notes for Editors:

1. For further information, a summary of research findings or for more spokespeople from your local area please call **Lorraine Finnigan: 01225 871946** or **Laura Martin: 01225 871 920**
2. Our online catalogue can be found at www.sendacowgifts.org.uk
3. Research came from Tick Box based on a survey of 2000 adults.
4. 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.
 - 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.
 - This year, each gift bought comes with one of six fun animal window stickers to remind your family member or friend of your gift.
5. 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.

