



The Old Ragged School, Brook Street, Nottingham, NG1 1EA
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News Release

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tommee tippee® supports Idle Valley Nature Reserve to keep #everychildwild

Mayborn Group - owners of the innovative baby essentials brand tommee tippee® - has donated baby and toddler-friendly cups, bowls and cutlery to Idle Valley Nature Reserve's café, to make meal times easier for visiting families.

Mayborn Group, who manufactures its nappy disposal systems in Mansfield, and has worked with Nottinghamshire Wildlife Trust for five years, also continues to support #everychildwild.

The Trust's campaign aims to educate and inspire kids to love wildlife by making sure they are experiencing nature in their everyday lives.

A study carried out by the Trust found less than 50% of children have visited a wild place with their school in the past year, and 37% of children have not played outside by themselves in the past six months.

By supporting the campaign, and ensuring Idle Valley's café remains as child friendly as possible, Mayborn Group is helping to close the current disconnect between young people and the environment.

Spanning 450ha, Idle Valley is the Trust's largest nature reserve and is jam-packed with opportunities for kids to interact with wildlife.

Children can hire a discovery pack full of all the tools they need to explore the site including binoculars, a magnifying glass and a nature check list for just £2.

Families can also follow the brass rubbing trail along the flat, buggy-friendly path surrounding Bellmoor Lake, featuring a range of wildlife you might find across the reserve.

Once the kids have worn themselves out, families can enjoy a meal or a light snack from the visitor centre café's new and improved menu.

Leysa Relf, Global EHS & Sustainability Manager at Mayborn Group, the business behind Tommee Tippee said: "We are delighted to donate a range of baby and toddler meal time

Nottinghamshire

Wildlife Trust



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equipment to the café at Idle Valley Nature Reserve to make sure parents can have the easiest meal time possible.

“We are extremely proud to be sponsors of the #everychildwild campaign which inspires children to care about nature and as a business we are committed through our Sustainability Programme to protecting the environment for future generations. Our partnership with Nottinghamshire Wildlife Trust continues to be one of our most successful and engaging community partnerships.”

Holly McCain, Senior Development Officer at Nottinghamshire Wildlife Trust said: “Mayborn Group has been working with us on various projects for five years now and we can’t thank them enough for their continued support. Without their unwavering dedication, from supporting us in practical ways by donating the children’s meals equipment, or sponsoring our #everychildwild campaign, we would not have been able to provide wild experiences for so many children.”

Parents with kids aged between eight and 12 should keep an eye out for Wildlife Watch events at the Idle Valley Visitor Centre, perfect for teaching youngsters about the reserves variety of habitats and the wildlife that calls them home.

For more information about Nottinghamshire Wildlife Trusts’ Corporate Support Programme go to www.nottinghamshirewildlife.org/corporate-support/ or ask for Holly McCain on 0115 958 8242. To find out more about family events in Nottinghamshire go to www.nottinghamshirewildlife.org/events

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Photo



Leysa Relf, Global EHS & Sustainability Manager at Mayborn Group with Sandra Horner of Nottinghamshire Wildlife Trust unpacking the children's items in the café at Idle Valley

-ENDS-

For further information about this press release please contact Rachel Rutherford, Communications and Marketing Officer at Nottinghamshire Wildlife Trust on 0115 958 8242, mobile 07519 633 236 or email rrutherford@nottswt.co.uk.

Notes for Editors

1. The Nottinghamshire Wildlife Trust, a registered charity, manages Nature Reserves throughout the county of Nottinghamshire. It advises local authorities, community groups and landowners on nature conservation issues, and makes a major input into decision-making on planning matters and other issues.
2. The Trust is part of a nation-wide network of local Trusts which work to protect wildlife in town and country - The Wildlife Trusts. The Wildlife Trusts now boast almost 800,000 members. For more information please see our website: www.nottinghamshirewildlife.org
3. Mayborn Group (Sangenic International LTD) are the proud owners of global baby essentials brand tommee tippee, supplying a range of essential feeding, soothing and hygiene products. The award-winning brand was launched in the UK over 50 years ago. Mayborn's purpose is 'helping mums and dads enjoy and embrace the rollercoaster ride of bringing up baby'-. For more information go online to <http://www.mayborngroup.com/>