

7th May 2002 - Green Ink Spring Party

A new and exciting fundraising initiative of international conservation charity, the World Land Trust was the reason behind celebrations at Lord's Cricket Ground on May 7th. Hosted by the World Land Trust's Patron David Gower OBE, the event was in aid of Green Ink, a project which unites authors and illustrators interested in supporting the conservation of threatened habitats and wildlife.

The futuristic venue of the NatWest Media Centre provided a spectacular setting for the re-launch of Green Ink. Previously known as Authors and Artists for Conservation, this project encourages writers and illustrators to assign the Public Lending Rights (PLRs) in their books to the World Land Trust (WLT). WLT now boasts 155 members which include David Attenborough, Terry Pratchett, Prue Leith and Ken Livingstone who all take part in this unique form of giving. By assigning PLRs in their books authors are donating the amount they would normally be entitled to as a result of the number of times their books have been taken out of public libraries throughout the year. Although individual amounts are usually relatively small, the accumulated total each year is in the region of £5,000 which WLT uses directly to help save wildlife and their habitats.

The Spring Party, sponsored by Enterprise Plants, enabled existing members such as Victoria Glendinning, Julian Rathbone and Deborah Moggach to meet up and to invite other authors, artists and illustrators to assign their PLRs. Frank Thornton, famous for his roles in 'Are you being served?' and 'Last of the Summer Wine' and long-term supporter of the WLT, compered the evening. He introduced Jonathan Self, Green Ink founder member and Special Adviser to the WLT, who appealed to other authors and artists to help the vital work of the WLT by assigning their PLRs. David Gower OBE, already a Green Ink member also spoke about his continued backing for the project and the work of the WLT.

The evening was a great success for Green Ink and the World Land Trust, with new members, including Sir Clement Freud, assigning their PLR's and existing members



The NatWest Media Centre, Lord's Cricket Ground, London.



l-r: Frank Thornton, Chris Jenkins (CEO of Enterprise Plants), David Gower OBE, Jonathan Self.



l-r: Beryl Thornton, David Gower OBE, Frank Thornton, Vivien Burton (WLT).

adding further titles. It is hoped that by next February, when the PLR's are claimed, that Green Ink will be making a significant contribution to funding WLT projects all over the world.

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