

17th December 2020



Planet Buddies Expands on Conservation Efforts with Major Charities

Marine Conservation Society & World Land Trust Become Charity Partners of Child Friendly and Sustainably Packaged Accessory Brand, Planet Buddies

1st Jan 2021, London, United Kingdom – Planet Buddies, an environmentally conscious child friendly accessory brand announces their first charitable partnerships in pledge to educate and support conservation efforts and educate children through use of technology.

Successfully launching in the summer of 2020, Planet Buddies products were designed and created specifically for children. The Planet Buddies brand was born out of a dedication in raising awareness for endangered animals all over the world and educating children on what they can do to help.

Starting in January, the partnership will see an annual investment made to these two highly regarded and respected UK based charities. Planet Buddies products will be split across the charities, for example, water-based product packaging like 'Noah the Whale' will bare the charity logo and support for the Marine Conservation Society. 'Olive the Owl' and land-based animals will carry the World Land Trust logo and investments here will go towards specific programs like Keepers of the Wild which supports many of their partner organisations to employ local men and women as rangers, straight into conservation's frontline.

"In partnering with the Marine Conversation Society and World Land Trust, we stay true to our core values; supporting conservation efforts and educating future generations on their actions towards the environment. At the same time, respecting and utilising the role technology plays in how Children can learn with fun and engaging products" explains Adam Bailey, Marketing Director at Planet Buddies. He continues "demand has exploded this year due to more children learning remotely and parents making more considered purchases to protect and educate their young families at home"



Image: Planet Buddies Family Products
Press Release and Image assets available here

The Planet Buddies product range includes a family of headphones, true wireless speakers and tablet cushions, all representing endangered, vulnerable or threatened species including 'Pepper the Penguin' and 'Olive the Owl'. The products each have a story about its character, why they are endangered and practical tips on what children can do to help protect all life on our planet such as turning off lights when they leave a room.

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Following on from their successful launch in September this year Planet Buddies are launching brand new products to the market, all of which will be linked to the same wonderful colourful characters. Fantastic products including Light Switch Stickers, Wardrobe Dividers, Lunch Bags and many more additions to the already popular technology line.

Katharine Sharp - Corporate Partnerships Manager, Marine Conservation Society

"We were thrilled when Planet Buddies approached us with an aim to work together and through the sale of their wonderful products raise some much-needed funds for our work. Their products are not only beautifully made and kind to the environment, but they encourage positive messaging around how to care for and look after our planet, something which supports the work of our own Education team. We are excited to work together to spread the word about how amazing our marine environment is, and how important it is to look after it. A huge thank you to Planet Buddies for their support."

Tracey Butler - Corporate Communications Manager, World Land Trust

"World Land Trust (WLT) is pleased to be working in partnership with Planet Buddies as we share the value of educating future generations on the importance of protecting the environment. Working together we can take positive action to save threatened habitat from deforestation, to protect the home of endangered wildlife and address climate change, and we are grateful for Planet Buddies' support of WLT's conservation work"

Key Safety and Eco Conscious Features Include:

- 100% recyclable packaging, with no plastic used
- Promotes good posture and reduces neck and upper back strength (Tablet cushions only)
- Child-safe limited to 85db to protect hearing (Headphones only)
- Eco hemp carry pouch included (Limited range of Headphones only)

Doing their bit to help the environment, the packaging for each Planet Buddies product is made from 100% recyclable cardboard, with NO plastic window, and is printed with soy-based inks. None of the products or packaging in the range contain any single-use plastics and customers are encouraged to recycle wherever possible.

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About Planet Buddies

Planet Buddies have created a range of kids' accessories based on a variety of colourful characters who represent endangered, vulnerable, and threatened species of animals from all over the world. Our goal is to educate children about the issues that threaten animals with extinction. This includes loss of habitat, global warming, and harmful substances ending up in our oceans. The packaging for each Planet Buddies product is made from 100% recyclable cardboard, with NO plastic use at all, and is printed with soy-based inks. Our aim is to share knowledge and inspire change in our future generations to help protect all life on our planet.

Learn more at: <https://www.planetbuddies.co.uk/eu/>

About The Marine Conservation Society

The Marine Conservation Society is the UK's leading charity for the protection of our seas, shores and wildlife. For over thirty years MCS has been the voice for the sea for all the fascinating creatures that live beneath the waves, for our breath-taking coastal environment, for all those who make a sustainable living from the sea and for everyone who simply enjoys visiting the beach and our glorious coastline.

Learn more at: <https://www.mcsuk.org/>

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About World Land Trust

World Land Trust (WLT) is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre.

Through a network of partner organisations around the world, WLT funds the creation of reserves and provides permanent protection for habitats and wildlife. Partnerships are developed with established and highly respected local organisations who engage support and commitment among the local community.

Learn more at: <https://www.worldlandtrust.org>

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