

EMR teams up with sandwich supplier to help customers 'plant a gift' this Christmas

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East Midlands Railway (EMR) has teamed up with a sandwich supplier in a Christmas climate campaign which could lead to thousands of trees planted this festive season.

The operator is working with Simply Lunch on its Plant a Gift campaign which will see a tree planted for every Vegan Festive Feast sandwich chosen by EMR First Class Customers.

The trees will be planted in Madagascar, Kenya, Uganda and Mozambique by the Eden Reforestation Projects (Eden) – a nonprofit organisation that works in developing countries to rebuild natural landscapes destroyed by deforestation.

The Plant a Gift campaign aims to plant 40,000 trees with 10,000 hopefully coming from EMR customers.



Neil Grabham, customer services director at East Midlands Railway, said: "We are always looking for ways to cut down our carbon footprint and simple ideas such as this are a great way to get customers involved.

"We hope as many customers as possible try the sandwich and help support the campaign this Christmas."

William Page, marketing and branding manager at Simply Lunch said: "We are on a mission this Christmas is to give the planet a gift and make a positive contribution to the environment alongside reducing our carbon impact by planting a tree with every purchase made of our Vegan Festive Feast sandwich.

"We are delighted to be working with EMR on this campaign and highlight the issue as a world we are currently under.

"We are expecting to plant 40,000 trees this Christmas, not only combatting against global warming, but also providing jobs where they are needed most."