

## **MIDCOUNTRIES SUPPORTS TREE GIFT CARDS FOR HELP FOR HEROES**

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Gift cards to buy and dedicate a tree as a living legacy and raise funds for Help for Heroes are available for the first time from a food store - The Midcounties Co-operative in Carterton.

Witney-based woodland creation company OxTreeGen chose the community retailer as a stockist because of its local connections and its proximity to RAF Brize Norton, the national centre for the repatriation of fallen service personnel.

The gift card costs £10 with £2.13 from each sale going directly to the charity Help for Heroes and no money going to Midcounties. It buys a tree which will be planted as part of the Living Legacy woodland project at one of many woodland sites across the UK.

OxTreeGen Sales Director Barney Jenkins said: "Our aim is to create woodlands throughout the UK that will help fight climate change. We are proud to support the Help for Heroes charity in a way which not only raises funds but also plants trees that will grow and live for generations to come and pay a lasting tribute to the men and women that fight for, and protect our country past present and future.

Each card sold will go towards helping improve the environment as well as raising money for a fantastic cause.

Chris Chandler, Store Manager at Carterton, said: *"The initial response to the gift cards has been very positive. We were keen to help because the store is close to RAF Brize Norton and because it will support Help for Heroes. The tree planting will benefit this great charity and the environment."*

The first Living Legacy woodland will be created in 2012 in Warwickshire. It will be a tranquil place which servicemen and women who return home wounded can visit and it will also be open to the general public.

The tree dedication gift cards are also available online at [www.oxtreegen.com](http://www.oxtreegen.com).



**Pictured from left at the Midcounties Co-operative in Carterton are Store Manager Chris Chandler, Steph Park, Hero Bear, the Help for Heroes mascot, Natasha Blay and Barney Jenkins of OxTreeGen.**



**Pictured from left at the Midcounties Co-operative in Carterton are Barney Jenkins of OxTreeGen, Store Manager Chris Chandler and Hero Bear, the Help for Heroes mascot.**