

Media Coverage Jan 08 - April 08



Campaign	Date	Content
Waterwise East launch		
East Anglian Daily Times	Jan	Waterwise East launch
Eastern Daily Press	Jan	Waterwise East launch - New hub to strive for water efficiency
BBC Radio Suffolk	Jan	Waterwise East launch
Inspire East enewsletter	Jan	Waterwise East launch
Embedded Water		
BBC Radio 4	Jan	Costing the Earth - Embedded water
www.citywire.co.uk	14.02.08	Coolaworld/Waterwise embedded water and trade
Be Water Wise with Ariel		
Express & Star	25.02.08	Don't bother to pre-wash
Daily Mail	25.02.08	Don't bother to pre-wash
Scottish Daily Mail	25.02.08	Don't bother to pre-wash
Daily Mirror	26.02.08	Holly Willoughby interview
Now	03.03.08	Holly Willoughby interview
Hello	11.03.08	Holly Willoughby interview
Yorkshire Evening Post	12.03.08	Kevin comes clean in Briggate demo to show us how to save water
The Sun	19.03.08	Holly Willoughby Trafalgar Square
Female First	19.03.08	Holly Willoughby showers in public
Mad.co.uk	20.03.08	Holly Willoughby shows for world water day
The Sun	22.03.08	Holly Willoughby picture exclusive; World Water Day
Daily Star	22.03.08	Holly Willoughby for World Water Day
Star on Sunday : Take 5	30.03.08	Holly Willoughby interview
BBC Oxford	Feb	Jacob Tompkins Interview
96.6 Chiltern	Feb	Jacob Tompkins Interview
Star 107.9	Feb	Jacob Tompkins Interview
BBC Kent	Feb	Jacob Tompkins Interview
Northsound 2	Feb	Jacob Tompkins Interview
Swandea Sound	Feb	Jacob Tompkins Interview
BBC Radio (You and Yours)	Feb	Jacob Tompkins Interview

Future Friendly		
Daily Telegraph Weekend	02.02.08	Focus on Local Champion award shortlist
Daily Telegraph Weekend	09.02.08	Focus on Creativity award shortlist
Daily Telegraph Weekend	16.02.08	Focus on Innovation award shortlist
Colchester Gazette	15.02.08	Young inventor wins place in Awards final (Henry Monkcom)
Daily Telegraph Weekend	23.02.08	Focus on Community Action award shortlist
Ipswich Evening Star	29.02.08	Tony's hot idea to use cold water (Tony Ward)
EveningStar.co.uk	29.02.08	Tony's hot idea to use cold water (Tony Ward)
Gloucestershire Echo	03.03.08	Louise is pumped up for awards (Louise Angus)
thestar.co.uk	03.03.08	Water Saver a hot invention (Tony Ward)
CotswoldJournal.co.uk	05.03.08	Louise in line for prize (Louise Angus)
The Guardian	06.03.08	Green Room - Tamzin Outwaite
SmartPlanet	07.03.08	My night at the Future Friendly Awards
AOL Video	07.03.08	FF Awards video
YouTube	07.03.08	FF Awards video
SGR Colchester	07.03.08	Interview with Henry Monkcom
Google Video	10.03.08	FF Awards video
VideoJug	10.03.08	FF Awards video
Renew Reuse Recycle	10.03.08	FF Awards video
The Best of Colchester	11.03.08	Henry Monkcom wins Award
STV.tv	11.03.08	Tayside recycling pioneer wins UK award (Doug McLaren)
MatlockMercury	11.03.08	Villagers celebrate national honour (Sustainable Youlgrave)
Rural Community Carbon Network	11.03.08	Sustainable Youlgrave is Future Friendly
Low Carbon Diary	11.03.08	Sustainable Youlgrave wins Award
West Sound Online	13.03.08	FF Awards video
MSN Online	13.03.08	FF Awards video
Gazette News	13.03.08	FF Awards video
Tay FM Online	13.03.08	FF Awards video
TFM Online	13.03.08	FF Awards video
West FM Online	13.03.08	FF Awards video
Radio City Online	13.03.08	FF Awards video
Rock FM Online	13.03.08	FF Awards video
South West Sound Online	13.03.08	FF Awards video
MFR Online	13.03.08	FF Awards video
Northsound 1 Online	13.03.08	FF Awards video
Radio Borders Online	13.03.08	FF Awards video
Downtown Radio Online	13.03.08	FF Awards video

Key 103 Online	13.03.08	FF Awards video
Metro Radio Online	13.03.08	FF Awards video
CFM Online	13.03.08	FF Awards video
Clyde FM Online	13.03.08	FF Awards video
Cool FM Online	13.03.08	FF Awards video
Radio Aire Online	13.03.08	FF Awards video
Magic Online	14.03.08	FF Awards video
Bakewell Today	14.03.08	Villagers celebrate national honour (Sustainable Youlgrave)
Derbyshire Times	14.03.08	Villagers celebrate national honour (Sustainable Youlgrave)
The Sentinel	15.03.08	Scouts impress judges by creating an allotment
Gloucestershire Echo	18.03.08	Louise's Prize Hopes drained
Reveal	22.03.08	I'll Lose My Baby Weight
Star	24.03.08	Celebrity bump watch - Tamzin Outhwaite
thelondonpaper	TBC	Piece on London winners
Metro	TBC	Piece on London winners
PA	TBC	Piece on winners
Celebs On Sunday	TBC	Winners included in Green issue - due in June. Date tbc
Daily Mirror	TBC	Information on the winners re: possible case studies
Homes & Gardens	TBC	Information on the winners re: possible case studies
House Beautiful	TBC	Information on the winners re: possible case studies
House & Garden	TBC	Information on the winners re: possible case studies
Essentials	TBC	Information on the winners re: possible case studies
Red	TBC	Information on the winners re: possible case studies
Good Housekeeping	TBC	Information on the winners re: possible case studies
Prima	TBC	Information on the winners re: possible case studies
AllAboutYou.co.uk	TBC	Information on the winners re: possible case studies
Muslim Aid		
Islam Channel News	Mar	Muslim Aid
Muslim Weekly	Mar	Muslim Aid
Other		
Water, Energy and Environment	Jan	Water metering
You Magazine, Mail on Sunday	13.02.08	website mention, Sheherazde Goldsmith
Guardian Unlimited	29.01.08	Food and drink firms promise to cut water use by industry
UK Landlord	Jan	Water efficiency in your property - how landlords can make their properties water efficient
www.wral.com/business/blogpost/2370953/	Jan	How green was my shopping (mentions Waterwise Marque)
The Sun	28.02.feb	Waterwise mentioned in article about drought

www.citywire.co.uk	14.02.08	Coolaworld/Waterwise embedded water and trade
scotsman.com	25.02.08	Public failing to tap into message about saving water
Earthtimes.org	25.02.08	Be Water Wise: New Report Calls on Nation to Protect One of its Most Precious Resources
Good Housekeeping	Mar	6 ways in the Bathroom
Daily Express	06.03.08	Water Ration Britain Threat
Plumbing & HVAC Park.co.uk	01.01.08	EcoPlay