



Save the world says Green Green Tea™

Green Green Tea™ is not only made from the best quality leaves in China, commonly known as Chun Mee, but is also carbon neutral, so helps to save the world too! It is also suitable for teetotallers, fundamentalists and people without any sense of humour whatsoever, as well as smart, funny, attractive people like you!

Brought to you by Today was Fun Ltd, the company which makes a range of organic natural infusions that have been carefully designed to enchant the senses. Green Green Tea™ is the latest arrival to the range and has been labelled as the first ever food and drink product to save the world thanks to its carbon neutral promise.

Designed by the company's founder Sharyn Wortman and her team*, this tea comes at a time where climate change is at the top of everyone's agenda. You now don't have to be a crazy environmentalist to help.

According to The CarbonNeutral Company*, Today was Fun Ltd is the first ever company to produce a carbon neutral tea. Sharyn insists that doing your little bit for the world is easy and explains that with the help of The CarbonNeutral Company a simple calculation can be made to establish how much carbon is produced to make and transport her tea. Today was Fun Ltd can then neutralize its effects on the environment by becoming involved in new energy or forestry projects.



Another reason to buy Green Green Tea™ is that its box is full of fascinating facts which you can use time and time again when showing off your eco-friendly nouse! These include some of the following:

- Another ice age is just going to make everyone cold, miserable and grumpy.
- Drinking Green Green Tea™ is a lot more fun than chaining yourself to a tree. Trust us, chains are very uncomfortable to wear, bark is scratchy, trees have all kinds of creepy crawly things living in them and bulldozers are big and scary.
- Making sure there is somewhere for you kids to live when they grow up – otherwise they'll never leave home!

The packaging is of course also green as is created with board made from managed forestry, which is the most earth-friendly board available, and besides, Sharyn explains that managed trees don't get rowdy—did you see what those trees did in *Lord of the Rings*?

On a serious note, Sharyn concludes: "Not only is my latest tea packed with nutritional goodness in the form of antioxidants and made from the finest quality Chun Mee leaves, it also produces a clear pale coloured mellow flavoured tea. But that's not all! It also helps to save the earth which is something I believe we should all be trying to do. Tea is one of the most widely consumed beverages in the world after water so why not make it good for the earth at the same time?"

Green Green Tea™ loose tea bags come in a box of 20 and retail at £6.45 from Harvey Nichols and selected independent speciality stores. For stockists near you visit www.todaywasfun.com for details. Other varieties available from Today was Fun Ltd are Happiness, Inspiration, Friendship, Sleepy and Expectancy tea.

—ends—

For more information, visuals and samples please contact:

Isabelle Goldstein on **0208 3460069** or email **isabelle@goldsteinpr.co.uk**

NOTES TO THE EDITOR: • The CarbonNeutral Company – find out more at www.carbonneutral.com
 • *Today was Fun's team consists of Sharyn Wortman, Susi Rajah, Softly Dunstan and Iain McIntosh