

Press Release



Bees for Development

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Bees for Development Trust UK Charity 1078803

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New Patron for Bees for Development Trust

Bees for Development Trust is pleased to announce Sting as a Patron of the Trust.

Musician, actor and activist, Sting is a long time supporter of human rights organisations such as Amnesty International and Live Aid and, along with wife Trudie Styler, founded the Rainforest Foundation in 1989 to protect both the world's rainforests and the indigenous people who live there.

We believe his involvement with **Bees for Development** will help highlight the Trust's work in promoting sustainable beekeeping methods and livelihoods amongst some of the poorest communities in the world.

www.beesfordevelopment.org

Notes for Editors

Please use accompanying image of Sting or request a higher resolution image from info@beesfordevelopment.org

Bees for Development Trust is the Charity that works to alleviate poverty in the developing world through the promotion of sustainable beekeeping. The Trust achieves this by:

- Working to raise the profile of beekeeping, with emphasis on the alleviation of poverty, building of community resilience, and encouragement of a wider sustainable economy.
- Utilising indigenous bees wherever possible. This maintains an important resource of healthy bee populations.
- Providing training for local trainers to further support community beekeeping development activities.
- Answering enquiries from individual beekeepers, honey packers, government institutions, NGOs and beekeeping organisations worldwide.
- Encouraging sustainable beekeeping through good examples from the developing world.

More information at: www.beesfordevelopment.org or phone Dr Nicola Bradbear on 01600 713648