



**AIB customers 'Add more green' by supporting the World Land Trust in South America**  
**24th January 2008**

AIB's customers are supporting the World Land Trust on two preservation projects in South America through the AIB 'Add more green' fund.

The AIB 'Add more green' fund was launched last July with AIB donating EUR5 to the fund for every customer who opted for online eStatements. Currently, 80,000 customers have signed up for eStatements with AIB guaranteeing a fund of EUR500,000. The Trust is now working to preserve land equivalent in size to 689 Croke Parks between two projects in Paraguay and Brazil. As part of this green initiative, an important environmental project is also being supported at home through Coillte, details of which will be released in the coming months.

The first World Land Trust project is the purchase of land in north west Paraguay and the creation of an 8,000 hectare nature reserve to protect a fragile and unique habitat known as the dry chaco habitat. This habitat supports a wide range of biodiversity and is home to a number of important animal species, including the Maned Wolf, Puma, Giant Anteater along with eight species of armadillo. It is also an important migration route for many species of birds. The chaco habitat is threatened by overgrazing, fire and human population growth.

The second project involves the purchase of rainforest in Eastern Brazil to extend the nature reserve known as the 'Reserva Ecologica de Guapi Assu' (REGUA). This area of rainforest is considered one of the most endangered eco-regions in the world and is home to many endangered plants and animals with estimates of up to 8,600 plant and animal species not found anywhere else in the world. The Trust will purchase the land and continue their work of restoring and preserving the rainforest habitat, re-introducing species and carrying out local education programmes.

Donal Forde, Managing Director, AIB Bank, Republic of Ireland, said:

"We are delighted to be working closely with the World Land Trust in supporting their preservation projects in Paraguay and Brazil. When we conducted research last year we discovered that 79% of people said they would like their bank to promote environmentally responsible initiatives. We are in the process of measuring our carbon footprint and will continue to look for ways to promote good environmental practice in our work throughout our head offices and our 280 branches nationwide."

John Burton, CEO, World Land Trust added:

"This initiative has already helped save some remarkable habitats. The Dry Chaco was one that our Patron, Sir David Attenborough, was particularly enthusiastic about as he made one of his early TV series there, nearly 50 years ago. The WLT is looking forward to co-operating with AIB and mitigating their carbon footprint in the future."

Customers can continue to 'add more green' by opting for online eStatements rather than paper statements by logging onto AIB Internet Banking via [www.aib.ie](http://www.aib.ie). For added security an AIB code card is required to access the eStatement service. AIB is also continuing to offer the 'Add more green' product range which includes cashback awards on loans to purchase new flexible fuel or hybrid cars and loans/mortgages to install approved renewable home energy systems. More information is available on [www.aib.ie/csr](http://www.aib.ie/csr)

Photos available on request.

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