

Media Release

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Going Green Gets Groundswell across Victoria

The latest buzz is that green is the new black and it's readily and affordably available on your local High Street. A new partnership with newsagents around Victoria with sustainability specialist 3Fish, is a groundbreaking development in the push to make sustainability easy and conveniently available at your local (bricks and mortar) newsagency.

3Fish, with two major awards recently under their belt, the Victorian Premier's Sustainability Awards and the Sustainability Leadership for SME's award at the United Nations Association of Australia's World Environment Day Awards, is proving that sustainability is something that everyday folk can incorporate into their everyday lives, easily and affordably.

3Fish is thrilled with the gusto of the uptake by newsagents around Victoria of their exclusive offer to partner with newsagents to take their fresh new take on sustainable giftware, gadgets and stationery to retail.

"We really believe the tide is turning, and more and more people are seeking more sustainable alternatives for everyday products" reports Natalie Dillon, founder 3Fish. "And partnering with newsagents makes finding 3Fish sustainable options a cinch!".

"I also think that the 3Fish range offers bricks and mortar newsagents something new and different to attract and retain their customers. Living in a country town ourselves it is incredibly convenient to be able to drop into our local newsagency and be able to pick up everything from a gift for a friend, stationery supplies for our business, or just catch up on the latest local news!" says Natalie

Established three years ago by husband and wife, Marty and Natalie Dillon, 3Fish produces an innovative and affordable range of sustainable stationery, giftware and gadgets. Lovely gifts like bamboo cheeseboards and photoframes sit alongside mini solar torch keychains (a great gift for kids!), and pens and pencils that are either biodegradable, recyclable or recycled.

For a newsagency stockist near you go to <http://www.3fish.com.au/stockistnewsagents.aspx>

BACKGROUND LINK: <http://www.unaavictoria.org.au/news-resources/winners-announced-world-environment-day-awards-2011/>