



**ATHENE COMMUNICATIONS LTD**

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**Media Release**

## **The Owls Have It Local company splashes out to help wetland appeal**

Peterborough-based PR company Athene Communications has made a £500 donation towards the acquisition of land on the Nene Washes by the RSPB.

The Nene Washes is one of the most important wetland sites in the UK, home to many wild species, including the rare black tailed godwit and is a wonderful natural asset on the outskirts of Peterborough. The RSPB has had a reserve on the Washes for over twenty years but now has the opportunity to expand the reserve from 1,235 acres to over 2,000 acres. The RSPB wants to enhance the habitat for wildlife to create space for breeding birds and many species of insect, flower and mammal.

The appeal is of special significance to Peterborough-based Athene Communications which is named after the little owl, *Athene Noctua*, a bird that can be seen on and around the reserve.

Claire Hargreaves of Athene commented, "We are delighted to offer our support towards a local cause that will benefit both wildlife and people – and one that has such meaning for Athene, given our name! One of the great things about Peterborough is the wonderful countryside that surrounds it – this is a chance to preserve one of the most significant parts of that countryside for generations to come."

Graham Elliott, the Fens Area Manager for the RSPB, said, "We are very grateful to Athene Communications for their generous support in helping us extend our reserve at the Nene Washes.

The site is very important for breeding wetland birds such as black-tailed godwits and is the site of an ambitious project to reintroduce the lost corncrake to Eastern England."

To find out more about the Nene Washes appeal or information on how to make a donation visit [www.rspb.co.uk/supporting/campaigns/nenewashes](http://www.rspb.co.uk/supporting/campaigns/nenewashes).

Athene Communications donates at least 1% of its annual profits to charity and takes a specific interest in wildlife and disability charities. Other donations this year include the Wildlife Trusts, the Association for Spina Bifida and Hydrocephalus, St Stephen's Church, Etton and Bretton based disability charity, DIAL.

### **About our name**

The ancient Greeks believed that the Little Owl, Athene Noctua, was the earthly form of the Goddess Athene. Legend has it that, during a particularly heated battle that was going badly for the Greeks, a Little Owl was seen to fly over the battlefield.

The Greek soldiers, seeing this as a sign that Athene was favouring their struggle, redoubled their efforts and won the day. From then on, a very astute General kept a box of Little Owls in reserve, ready to release them and repeat the effect should the fight turn against his men.

As a company, we aim to embrace the wisdom of the owl, the creative thinking of the Greek General and the determination of his armies to achieve our own – and our clients' – objectives.

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### **Notes to Editors:**

Athene Communications is a strategic communications consultancy, offering innovative and integrated advice and support to organisations looking to improve the way they engage and communicate with key internal and external audiences, particularly those embarking on major change programmes or projects.

Clients in 2007 have included Intelligent Processing Solutions Ltd, Pearl Assurance, Unisys Insurance Services Ltd, Budget Group, Peterborough City Council, the East of England Collaborative

Procurement Hub, the Postgraduate Medical Education and Training Board, Peterborough & Stamford Hospitals NHS Foundation Trust, and the Peterborough Enterprise Programme.

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