



## PRESS RELEASE

8th April 2011

\*\*\*\*\*For immediate release\*\*\*\*\*

### **Charming New Book Celebrates 250,000 Freed Caged Hens!**

The British Hen Welfare Trust which will celebrate the re-homing of its 250,000<sup>th</sup> hen on Saturday 16<sup>th</sup> April, has launched a charming new book in celebration of this momentous achievement. Titled '*The Best Things in Life are Free*', by Lucy Duckworth, the book is a delightful compilation of stunning photography of chickens, alongside apt and heart-warming quotations from the witty and wise, from Albert Einstein to Oscar Wilde.

Jane Howorth, who set up the charity in 2005, said: "We are delighted to launch this adorable book to celebrate a great milestone in the charity's history – the fact that we have re-homed a quarter of a million hens that would otherwise have been destined for slaughter. But there is so much more still to be done. There is an increasing trend in the UK of re-homing hens as pets and giving them a happy retirement. *But* the biggest win for the humble laying hen will be when consumers insist on free range eggs in all the products they buy – not just shell eggs, but quiches, ice cream, cakes and ready meals as well."

In addition to re-homing commercial laying hens, the British Hen Welfare Trust educates the public about how they can make a difference to hen welfare, and encourages support for the British egg industry. Its ultimate aim is to see consumers and food manufacturers buying only UK produced free range eggs, resulting in a strong British egg industry where all commercial laying hens enjoy a good quality life.

Jane Howorth said: “Launching ‘*The Best Things in Life are Free*’, will help the charity to continue to raise the profile of its work towards our vision for a free range future. We think the book will appeal to anyone – chicken fanatics or not, it can be enjoyed by any animal lover or just those who enjoy inspirational anecdotes. We hope it will not just help spread the word, but a little bit of joy too!”

Patrons of the charity joined forces in praise of ‘*The Best Things in Life are Free*’. Philippa Forrester, of BBC2’s *The River Diaries* fame, said:

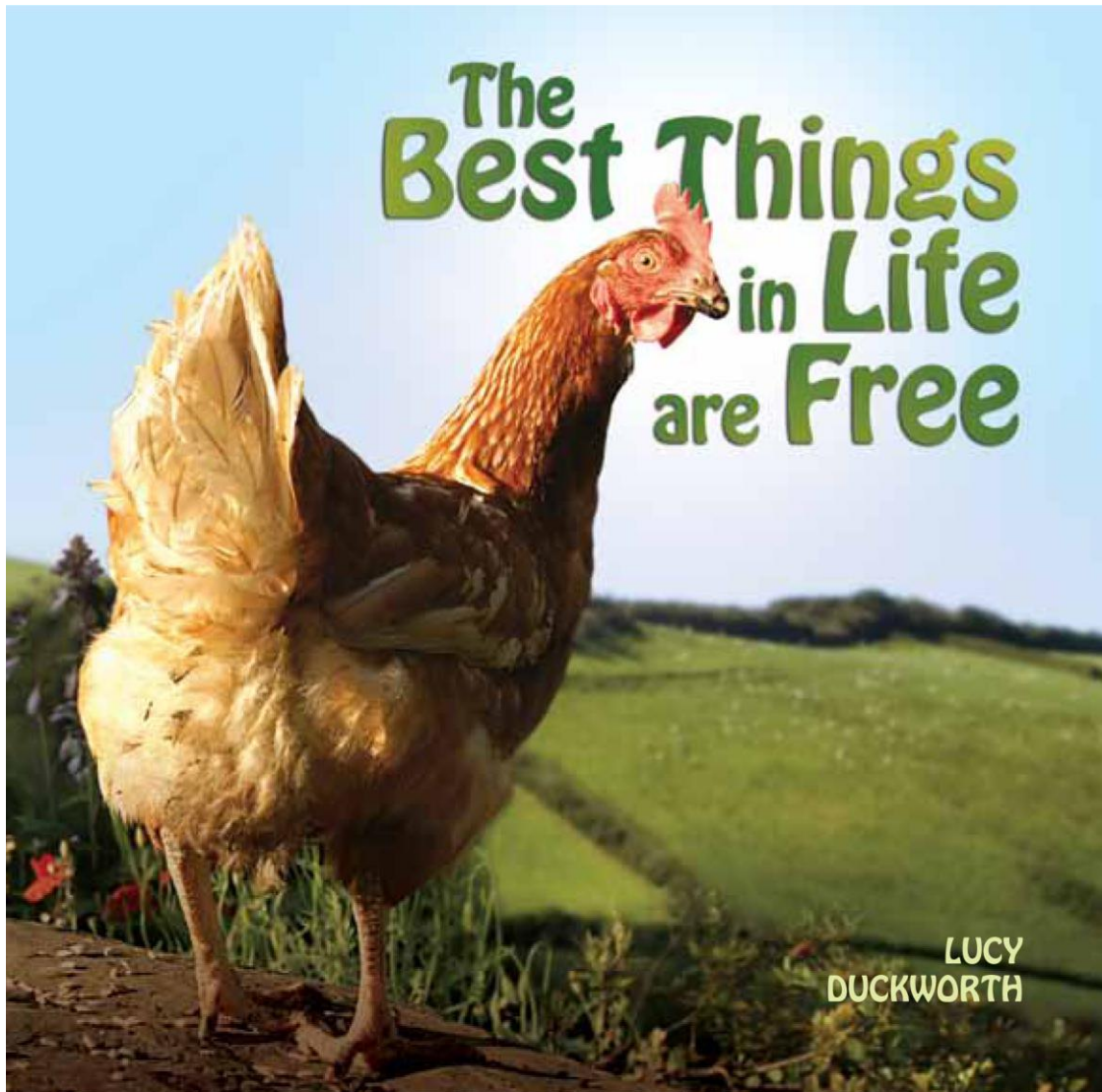
“‘*The Best Things in Life are Free*’ is a heart-warming, reflective, beautiful and funny, featuring some delightful hens revelling in their freedom. It’s the ultimate pick me up!”

And Julia Kendell, of ITV’s *DIY SOS* added: “This little book is filled with words of wisdom alongside some gorgeous photography.. An inspiring bedside read that would make a great gift for family and friends. Or you might just want to keep it for yourself!”

‘*The Best Things in Life are Free*’ is priced at £6.99 and can be ordered directly from the British Hen Welfare Trust’s online shop [www.bhwt.org.uk](http://www.bhwt.org.uk)  
All profits go to help the work of the charity.

*The British Hen Welfare Trust is a national charity that re-homes commercial laying hens, educates the public about how they can make a difference to hen welfare, and encourages support for the British egg industry. Its ultimate aim is to see consumers and food manufacturers buying only UK produced free*

range eggs, resulting in a strong British egg industry where all commercial laying hens enjoy a good quality life.



Front Cover

To find out more or to support the work of the British Hen Welfare Trust please email [info@bhwt.org.uk](mailto:info@bhwt.org.uk) , log on to [www.bhwt.org.uk](http://www.bhwt.org.uk) or tel: 01769 580310

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**Note to Editors:**

Review copies can be ordered through [lucy@boundoriginals.co.uk](mailto:lucy@boundoriginals.co.uk)  
Tel: 01732 700839

Jpegs of cover and inside page spread attached.

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