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HRH THE PRINCE OF WALES STEPS INTO A WORLD OF WOOLLY EXPERIENCES

HRH The Prince of Wales will share his passion for wool with a group of year 8 students (11 – 12 year olds) from Tawa Intermediate School during his visit to Tawa College on Thursday. He will be joined by Chair of the Campaign for Wool New Zealand Trust, Philippa Wright and CFW Wool in Schools' partner, Cedric Bayly, General Manager, PGG Wrightson Wool.

During his visit HRH The Prince of Wales, patron of The Campaign for Wool (CFW), will step into the The Wool Shed (a converted shipping container) for a sneak preview of this innovative and mobile world of wool. The aim of The Wool Shed, which is part of the Wool in Schools project, is to spur the curiosity of the next generation and link their discoveries to curriculum and/or homework activity.

"HRH The Prince of Wales, who himself is one of the UK's most significant wool growers, will be joined by the students who will share with him their in-class wool discoveries – from the fire retardant qualities of wool to the connection between wool and sport, says Ms Wright.

"Few people know that tennis balls used at Wimbledon are covered in wool felt made from New Zealand wool[1] or that the 1905 All Blacks Originals rugby jersey[2] was constructed in 2x28 worsted wool, says Ms Wright.

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[1] http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=10893622

[2] http://www.massey.ac.nz/massey/about-massey/news/article.cfm?mnarticle=early-all-blacks-jerseys-recreated-in-cup-year-03-02-2011

“The Wool Shed is intended to be a fun and engaging discovery for students, who are our key focus for this Campaign for Wool project, says Ms Wright. “We just want them to come away saying, “Wow, I never knew that!”

“We cannot stress enough the importance of educating the next generation about the virtues of wool and celebrating it as an important part of our economy and everyday life, says Ms Wright.

Wool is a natural choice – fire resistance, humidity regulation, VOC absorption, sound proofing, strong yet soft, etc. And, it is making a comeback with the latest GQ magazine describing wool as ‘the next Black’.

The Campaign for Wool has partnered with PGG Wrightson Wool who have made Wool in Schools possible,” says Ms Wright.

“As New Zealand is a country built on sheep farming, supporting the Campaign for Wool and The Wool In Schools project is as natural as the fibre itself,” says Cedric Bayly, General Manager, PGG Wrightson Wool.

“The students’ knowledge and appreciation of the fibre directly impacts the growers of tomorrow - we want consumers to read the label and to choose wool at point of purchase”, says Mr Bayly.

Hon Nathan Guy, Minister for Primary Industries agrees, “Wool is New Zealand’s founding fibre and it is great to see initiatives like The Wool Shed highlighting the qualities of wool.

“Wool is an important export for New Zealand, returning $839 million for the September 2015 year, up $98 million from the September 2014 year.

"Wool is hugely versatile and has a wide range of uses. It's flexible, comfortable to wear and fire resistant. There is also great potential for new high-tech uses of wool products which will help create new markets and higher returns for farmers,” says Minister Guy.

The Campaign for Wool, launched in 2010, is a global information and education campaign led by HRH The Prince of Wales. The sole purpose of the Campaign is to create demand for wool by raising awareness of its attributes and creating an excitement around this often overlooked fibre. Momentum has grown significantly for the Campaign for Wool and now attracts significant international media coverage and a strong social media following.

#woolinschools #woolwise and join in the conversation on social media (Facebook/Instagram/Twitter) or visit www.woolinschools.nz

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For more information contact:
Gaylene Hosking, CFWNZT Global Co-ordinator and Strategist, 021 705507
Or Philippa Wright, CFWNZT, Chair, 027 242 2033

THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

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BACKGROUND

CELEBRATING THE FIBRE OF THE PAST; THE FIBRE OF THE FUTURE EXHIBITION GUIDE

Wool. It's something very familiar to all New Zealanders; so familiar that today, it has all but been forgotten.

Since the early 1800s when sheep were introduced in viable numbers to a peak of 70.3 million in the early 1980s, the sheep farming industry has been inherently intertwined with the growth and development of New Zealand as a nation.

It is a relationship lost on current generations who now risk believing a fleece is a synthetic top or that glass wool is a type of wool.

Wool is one of the most effective natural forms of all-weather protection. It has naturally high UV resistance and with a high water and nitrogen content, wool is also naturally flame retardant. Then there is it's unique structure, which allows wool to absorb and release moisture and, in turn, to transfer or maintain heat. Its distinctive crimp means it won't crush or flatten so looks better for longer whether used in fashion or living environments.

Sustainable, renewable, all-natural wool – a fibre that has been very much the backbone of New Zealand's past – truly is the fibre of tomorrow and that heralds an exciting future.

The Campaign for Wool is here to say that wool is back – and it's better than ever. New Zealand is at the forefront of technological advancement that is capitalising on and extending its unique properties. Other advancements here in New Zealand have increased wool's application as an architectural and interior textile.

Instigated by HRH The Prince of Wales, 2010, The Campaign for Wool was launched as a five-year initiative, but due to its success, has been extended. The CFW brings together farming and textile industries with wool organisations across the world. It is the most significant promotion of wool in our times. For New Zealand, it is an unequalled opportunity to 'sit on the giant's shoulder'; to benefit from the global push to get people once again talking about the wonderful properties of wool. And that's exciting, because what's good for wool is good for New Zealand.