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Dear Ken Murphy,

My name is Wendy Coleman and I am 10 years old. I am writing to you as part of Sky Neville's campaign 'Kids Against Plastic TAT' as I am very concerned by the amount of plastic that is still being produced, thrown away and polluting our oceans and environment. Our aim, as the generation who will bear the greatest burden of the environmental impact, is to eliminate unnecessary and environmentally harmful single-use plastic 'tat' from children's comics and magazines.

As the current generation, we need your help in protecting our precious planet and following in the footsteps of Waitrose who recently announced that they would no longer stock the 'plastic tat' magazines and gave the publishers eight weeks to change. This announcement, that received loads of positive media attention for Waitrose, is something that Tesco could also achieve. If I were you, as the CEO of the largest supermarket in the UK, I would reconsider stocking children's comics and magazines that include plastic gifts and here are my reasons why.

These are the three plastic problems with children's magazines:

- 1) 'Free gifts' more like 'Plastic Tat that is damaging our Earth'. Why does anyone even need a PLASTIC bone pen, a PLASTIC cannon or a PLASTIC grabber hand? In the last two magazines, which I have purchased, the 'free gifts' have been duplicates so they are also totally useless to me as well as harming our environment.
- 2) The magazines usually come wrapped in single use plastic which again ends up in our oceans or polluting our Earth from landfills. There are lots of other options of wrapping like a paper envelope or a plastic like material made from potato starch.
- 3) The 'free gifts' are always held in place with plastic. OK it is usually recyclable but it is still plastic. If you must sell magazines, that include a free gift, you should make sure it is VERY kind to the Earth and is packaged in a potato starch bag or something similar.

In addition to the above, children of today are spending more and more time on electronic devices and therefore reading magazines online. What are the 'free gifts' actually achieving? This is another reason why this plastic 'tat' is as unnecessary as the pollution it creates.

I look forward to receiving your reply in the not too distant future.

Yours faithfully,

Wendy Coleman (aged 10).