

# Greenpeace X Fireman Sam

Press Release ♦ Dec 1, 2023

## Fireman Sam Fights Tesco Fire!

Our digital campaign is featured on Facebook, Instagram, Youtube and BBC. The video will include a link to the online Greenpeace petition to end Tesco deforestation.



*Fireman Sam was called to fight the Tesco fire in the Amazon.*

**1 DEC 2023** – Greenpeace is in a partnership with treasured Fireman Sam, in a short story showcasing the destruction of the Amazon rainforest by retailer Tesco's meat supply chains and the alternatives to this catastrophe.

Fireman Sam has been called away from his weekly food shop to help fight fires in the Amazon rainforest. While he is there helping, he makes friends with some local animals who shock Sam when they tell him that deforestation is responsible for burning their homes. They inform him of the choices he can make to stop this destruction. Sam heads back to the shop and chooses an alternatives to the meat he was going to buy prior.

To join Sam in his mission to save the Amazon, click the link in our caption below to sign the petition to stop Tesco deforestation.

We are glad to announce partnership with several notable figures, including Jamie Oliver who will spearhead this digital campaign as an activist, father, and food expert.

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# GREENPEACE

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Greenpeace is teaming up with Fireman Sam to spread the message about the Tesco deforestation in the Amazon.