

31st March 2010

**SAFESTORE DIGS DEEP SUPPORTING LOCAL LONDON BOROUGH CHARITY
INITIATIVE**

Safestore, the UK's leading self storage provider, has joined forces with independent charity Trees for Cities to kick-start the **Tree Street Tree Programme** - which involves local communities planting trees in their respective Boroughs as part of a national urban regeneration initiative. Supported by the Mayor of London, the second of these plantings took place on the 23rd March in Neasden, Brent.

Now in its second year in the Borough, approximately 70 trees were planted by a team from Trees for Cities, with additional help from Safestore's Regional Manager, Glenn Hearnden, and Doug Sparks, Managing Director at packing solutions provider Ecopac.

Anita Lemon, Customer Services Manager at Safestore commented: "Safestore is delighted to support Trees for Cities as it helps communities at a local level. We have stores in every major urban centre across the UK, and are therefore very much part of many local communities. As an advocate of urban regeneration, Safestore believes that each tree planting scheme benefits local residents as they help foster a strong sense of ownership and civic pride within neighbourhoods."

"We're very excited about our new partnership with Safestore and Ecopac this year. The support we will receive when Safestore's customers purchase moving house kits will help us plant more trees across our community projects and ensure greener cities for the future", continued Joanne Stewart-Clark, Development Manager, Trees for Cities.

Trees for Cities will be rolling out a number of additional street tree planting projects throughout Greater London, including the Borough of Lambeth, over the coming months, and have already completed Tower Hamlets.

ENDS



For further information, please contact us at safestore@hudsonsandler.com or on 020 7796 4133.

Notes to Editors

Safestore:

Safestore is the UK's largest and Europe's second largest self storage provider. Its principal operations are located in the UK, where it has 95 stores including three business centres with a further 22 stores in Europe.

Safestore provides secure self-storage facilities which is an increasingly attractive solution to the growing storage needs for both business and domestic customers.

Safestore has a strong track record in managing and developing its assets. With over 37,000 customers and a national network Safestore has a thorough understanding of the evolving needs of its customers and a robust operation platform from which to continue to deliver sustained growth.

Safestore Holdings plc is a FTSE All-Share self storage company.

www.safestore.com

Trees for Cities:

Trees for Cities is an independent charity that plants trees and re-landscapes public spaces in urban areas of greatest need.

The charity's vision is to stimulate a greening renaissance in cities around the world that will impact on global warming and beautify the urban landscape, as well as encouraging greater social cohesion through the active participation of local people. A special effort is made to involve children and young people in all of the projects.

The public can get involved by becoming a member of the charity, gifting trees, registering as a volunteer, enrolling in training programmes, taking part in the Tree-Athlon and going to fundraising parties – see www.treesforcities.org for more information.