

FOR IMMEDIATE RELEASE:

New Partnership with 1% for the Planet

If you believe that health and wellness come from the environment, that business is responsible for positive change and that we can leave this big blue planet better than we found it, then you LOVE BLUE...

Northwest Habitat Institute Announces Partnership with 1% for the Planet

Capitola, California, 3/31/15 is a new nonprofit partner of 1% for the Planet, an alliance of over 1,200 member companies in 48 countries that give one percent of revenues to environmental causes.

Northwest Habitat Institute (NHI) is now eligible to receive donations from 1% for the Planet member companies, placing them among a diverse, global network of environmental organizations. 1% member businesses fuel this non-profit network through their annual contributions, which totaled over \$20 million in 2013. Partnership with 1% greatly expands the potential pool of funding to which NHI can look to for support.

Newly approved NHI contributes to a healthier planet by the promotion and facilitation in conservation of native species and habitats through:

- 1) Development and dissemination of data-rich and verifiable information, maps, and tools; and
- 2) Restoration and enhancement of native habitats.

Frontrunners in ecological assessment NHI strives to ensure restoration and conservation efforts are implemented using the best and highest science available. Our efforts are changing public policy. We promote the “real green infrastructure” of species, habitats and functions so that our ecosystems can sustain and thrive for the future.

Over 3,600 nonprofits worldwide are included in the 1% for the Planet network, and over \$100 million has been funneled to its nonprofit partners to date. “The intent of 1% for the Planet is to help fund these diverse environmental organizations so that collectively they can be a more powerful force in solving the world’s problems,” says John Tashiro, Interim CEO of 1% for the Planet.

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“Join us in being a force solving the environmental crisis by securing nature’s viability through the eyes and lives of fish & wildlife; please have your business support us so together we can effect positive change.” says Thomas O’Neill, Director and Chief Scientist of Northwest Habitat Institute.

About 1% for the Planet

1% for the Planet is a global network of businesses that donate one percent of annual sales directly to approved environmental and sustainability nonprofit organizations. More than 1200 member companies in 48 countries give back to this big blue planet through over 3600 nonprofit partners. Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, owner of Blue Ribbon Flies, 1% for the Planet helps people buy better products and protect the planet we play on. To date, our network has given over \$100 million back to blue. To learn more go to: www.onepercentfortheplanet.org.

About New Nonprofit

The Northwest Habitat Institute (NHI) is a 501(c) 3 non-profit scientific and education organization offering insight for ways to enhance and sustain habitat(s) and their biodiversity through time, which is a necessary precondition for the well-being of mankind and our natural world. NHI has secured over \$150 million dollars in funding for mitigation for the public and has been part of the process that procured over \$1 billion dollars in ecosystem restoration funding for public projects. We are currently a staff of 5.

Thank you for considering joining our efforts in leaving this big blue planet better than we found it.

