

Something Good in the World, Inc.

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FOR IMMEDIATE RELEASE

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Something Good in the World Announces Partnership with 1% for the Planet *Westchester County, NY nonprofit joins prestigious environmental alliance*

Westchester County, NY – [Something Good in the World](http://www.somethinggoodintheworld.org) (SGITW) is pleased to become a new nonprofit partner of [1% for the Planet](http://www.1percentfortheplanet.org) - an alliance of over 1,200 member companies in 48 countries that give one percent of revenues to environmental causes.

SGITW 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 SGITW can look to for support.

SGITW was recently approved as a partner because they contribute to a healthier planet by offering programs to children and families that focus on environmental education. Their hands-on approach to education merges academics, the arts, and environmental stewardship – helping children to develop a deep sense of love for the earth as well as the practical skills to live sustainably.

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.

“Being chosen to participate in the 1% for the Planet network is an honor. At **Something Good in the World**, we believe that nature itself is the very best teacher and the outdoors makes the best classroom”, says Barbara Sarbin, Executive Director of SGITW. “In just one day spent out on a farm - or exploring in the woods - a child can make valuable scientific discoveries, make art with natural materials, learn how to make healthier food choices, and begin to understand the interconnectedness of all living things. In our increasingly technologically based world, we know that these are things that every child must experience. Our partnership with 1% for the Planet will go a long way to ensuring that we provide these vital programs to as many children as possible.”

About Something Good in the World:

SGITW offers programs for children of all ages and socio-economic backgrounds, with a focus on environmental education. Learning experiences are designed to bring out the natural genius of children by involving all their senses and have them learn by doing. Academics, the arts, and environmental stewardship are merged - developing a sense of care for the earth and the skills to live sustainably. SGITW celebrates nature as the ultimate “classroom” and welcomes all community members to become earth stewards.

Learn more at www.somethinggoodintheworld.org.

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.