

Contact: Eylon Israely
Eco-Libris
250 Bel Marin Keys Blvd. Suite 300F
Novato, CA 94949
<http://www.ecolibris.net/>
pr@ecolibris.net



Bookstores Across the Nation Go Green with Eco-Libris

Eco-Libris, the revolutionary environmental service that lets people balance out the paper in the books they read by planting a tree for every book is now being offered to bookstore visitors in six states.

Novato, California (PRWEB) March 21, 2008 – Bookstores in six states across the nation have partnered with Eco-Libris to offer their customers the option to "do the green thing" by planting a tree for every book they buy.

As store owners and their customers grow more concerned about the effect that the book industry has on our rapidly depleting forests and on climate change, Eco-Libris offers a viable way to do something about it right away.

Participating bookstores display stands at the counters where book buyers can purchase Eco-Libris stickers that say "one tree planted for this book" and paste them directly on their new books, hopefully making the reading even more enjoyable. For every sticker bought, Eco-Libris plants a tree (or actually 1.3 trees to ensure at least one tree will reach maturity) in a developing country.

Eco-Libris is currently being offered in bookstores in six states including Strand Book Store and the Hue-Man Bookstore in New York (NY), San Francisco State University Bookstore in San Francisco (CA), Stetson University Bookstore in DeLand (FL) and other bookstores in California, New York, North Carolina, Florida, Texas and Missouri.

"We think it's great that bookstores are willing to take part in the effort to green up the book industry and in raising readers' awareness to the environmental impacts of books. Bookstores that offer their customers to balance out their books by planting trees are making a clear statement about their commitment to the environment. Customers appreciate this, and even more so their

empowerment to do something about it too and this earns the stores a lot of respect", says Raz Godelnik, Eco-Libris' CEO.

Bookstore owners are reporting they are getting great feedbacks from customers who appreciate their concern for the environment and their willingness to do something about it.

Marva Allen, co-owner and managing partner of the Hue-Man Bookstore says: "Eco-Libris is the other side of the joy of reading that balances out our passion for books by replacing the resources necessary for equilibrium. Our customers are very excited to be part of a solution for a better environment. The moment we mention it to them they are happy to lend their support."

Christina Foxley, director of store events and publicity of Strand Book Store reports: "Our customers have been very receptive of our collaboration with Eco-Libris, commenting on how proud they are that we are doing something to help them balance out their books. As one of the largest used bookstores in NYC, we are proud to recycle good books. Now we are taking it a step further by helping Eco-Libris partners to plant trees in developing countries, providing work and cleaner air for those suffering from their country's deforestation. We are proud to partner with Eco-Libris on this venture and hope that more bookstores will follow suit."

To achieve the biggest impact from its operations, Eco-Libris conducts all its plantings through its trusted planting partners in developing countries in Latin America and Africa, where deforestation is a crucial problem, and where planting trees also benefits local people. The plantings are done with the highest ecological and sustainable standards.

So far, in just a few months of operations, Eco-Libris has balanced out more than 24,000 books resulting in more than 31,500 new trees being planted.

"With these new collaborations, and as more bookstores partner with us to help make reading more sustainable, we are hoping to see a big surge in the amount of trees planted", Godelnik adds.

For additional information please visit us at <http://www.ecolibris.net/>

About Eco-Libris:

Founded in 2007, Eco-Libris is a green business offering book lovers, as well as book stores, publishers and writers the opportunity to balance out the trees cut down for the production of books by planting trees in developing countries. The company has offices in Delaware and California.

Contact:

Eylon Israely

Eco-Libris

250 Bel Marin Keys Blvd. Suite 300F

Novato, CA 94949

<http://www.ecolibris.net/>

pr@ecolibris.net

(415)283-9457

Bookstores mentioned in this news release:

Strand Book Store - <http://www.strandbooks.com>

The Hue-Man Bookstore - <http://www.huemanbookstore.com>

SFSU Bookstore - <http://sfsubookstore.com/>

Stetson University Bookstore - <http://www.bookstore.stetson.edu/>

For a complete list of participating bookstores please visit:

<http://www.ecolibris.net/bookstores.asp>

