



FOR IMMEDIATE RELEASE

For more information, contact:
Barbara Friedsam 1% for the Planet
barbara@onepercentfortheplanet.org
+1 (802) 496-5408

Bee Wild Announces Partnership with 1% for the Planet

Atlanta, GA, January 5, 2016 – Bee Wild has joined 1% for the Planet, pledging to donate 1% of annual sales to support non-profit organizations focused on sustainability.

“Signing on to 1% for the Planet shows Bee Wild has a strong commitment to investing in sustainability efforts,” says John Tashiro, Interim CEO. “They’re using business as a tool to engage and motivate their stakeholders while partnering with environmental organizations that complement their brand. We’re excited to welcome Bee Wild to our global network.”

“In a rapidly changing world, we want people to thrive by participating in creating a sustainable environment, says John Wright, Owner. To Bee Wild, that starts with protecting bees, eating and sharing real food like our honey, and supporting our customers, readers, and the green entrepreneurs we meet.”

Members of 1% for the Planet contribute one percent of annual sales directly to any of the approved non-profit environmental organizations in the network. Non-profits are approved based on referrals, track record and sustainability focus. Over 3,600 non-profits worldwide are currently approved.

“In our 10th year we’re celebrating that our members contributed \$100 million of critically needed funds and it’s just the beginning,” comments Tashiro. “We see that brands benefit too by financially investing in the environment; consumer demand drives much of this success. There’s a paradigm shift happening and we’re thrilled that so many innovative businesses are sling-shotting the movement into high gear.”

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. Over 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 Bee Wild

Evolving out of three generations of beekeepers, Bee Wild is more than just a honey company. We not only bottle and market award-winning honey, as well as unique honey-based skin care products, we’re educating people on creating a more sustainable life. Our vision is to create islands of sustainability in a sea of chaotic change. To learn more, go to: www.beewild.buzz

###