



Biztree Inc.  
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## **Biztree Reaches 20,000 Trees Planted in Environmental Sustainability Initiative**

**Since July 2019, one tree has been planted for every Business-in-a-Box product sold.**

**Montreal, Quebec (November 11, 2020) – Biztree Inc.**, the makers of Business-in-a-Box, has officially reached 20,000 trees planted as part of their Environmental Sustainability Initiative. Since July 2019, Biztree has been donating \$1.00 for every product sold to One Tree Planted; a non-profit organization focused on global reforestation.

The reforestation initiative was born when Founder and CEO Bruno Goulet, his wife Yainny Morales, and Director of Product Management & Design Vladimir Vervelsky came together to discuss how they can transform the business. As the company name “Biztree” is quite literally a combination of the word Business and Tree, the three felt the way was very clear: it was time to become a 100% green business and make the sustainability initiative a core part of the brand.

*“We wanted to do our part. We wanted to have a long-term impact, beyond what we do for our clients with our product. We thought about planting trees, and at some point in 2019, we found out OneTreePlanted.com is an organization from Montreal. They are an American 501 charity, but they run part of the organization in Montreal. It just clicked. These guys found a way to plant 1 tree for \$1.00. I decided to donate \$1.00 per order to them in the name of our clients”,* says Bruno Goulet.

The goal is to plant 1 million trees by 2030: a lofty yet achievable goal.

The accomplishment was joyfully received by the rapidly expanding team at Biztree, as it signified both the growing success of the SaaS company and their one mission: to make the world a better place for generations to come. Trees not only clean the air that we breathe, but they also filter the water we drink and provide habitat to more than 80% of the world's terrestrial biodiversity. Thanks to Biztree's clients and users of Business-in-a-Box, 20,211 trees have been planted so far in regions including the Amazon Forest, Australia, Portugal, India, California, Florida, Romania, and Quebec, Canada. A total of 350 fruit trees were also planted to help feed civilians in Africa.

In perfect summation, author, philosopher, and theologian Elton Trueblood (1900-1994) once said,

*“A man has made at least a start on discovering the meaning of human life when he plants shade trees under which he knows full well he will never sit.”*

OneTreePlanted.org is a non-profit charity focused on global reforestation and makes it simple for anyone to help plant trees across the globe. One Tree Planted is headquartered in Vermont, USA. To contribute to the global reforestation efforts, visit [onetreepanted.org](https://onetreepanted.org) to donate.

## **About Biztree**

Biztree develops and markets productivity software for small and mid-sized businesses. They empower business owners, entrepreneurs, CEOs, and managers to succeed.

Biztree is a global company with its head office in Montreal, Quebec, Canada.

## **About Business-in-a-Box**

This do-it-yourself document templates software has been created to increase business productivity. Business-in-a-Box is used by millions of entrepreneurs, business owners, CEOs, and managers, in over 190 countries and territories worldwide.

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