

## FOR IMMEDIATE RELEASE

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Ecofit Personal and Group Training Announces Membership with 1% for the Planet

**Ecofit Personal and Group Training** joined 1% for the Planet, pledging to donate 1% of annual sales to support nonprofit organizations focused on the environment.

"Our member companies have donated more than \$200 million to our environmental nonprofit partners to date. Currently, only 3% of total philanthropy goes to the environment and, only 3% of that comes from businesses. The planet needs bigger support than this, and our growing network of member businesses is doing its valuable part to increase giving and support on the ground outcomes. Our members lead with purpose and commitment, characteristics that consumers support. We're excited to welcome Ecofit to our global network," says Kate Williams, CEO of 1% for the Planet.

"We are all extremely excited to join this movement and find solutions to protect and help save our environment. I think it's important that each client knows that every dollar spent, 1% will go towards these organizations, its exactly what we are trying to achieve here at Ecofit, " - Michael.

Members of 1% for the Planet contribute one percent of annual sales directly to any of the approved nonprofit environmental organizations in the network. Nonprofits are approved based on referrals, track record and environmental focus. Thousands of nonprofits worldwide are currently approved.

### **About 1% for the Planet**

1% for the Planet is a global organization that connects dollars and doers to accelerate smart environmental giving. We recognize that the current level of environmental giving - only 3% of total philanthropy - is not enough to solve the most pressing issues facing our planet.

Through our business and individual membership, 1% for the Planet inspires people to support environmental organizations through annual membership and everyday actions. We advise on giving strategies, we certify donations, and we amplify the impact of the network.

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, our members have given more than \$200 million to environmental nonprofits to date. Today, 1% for the Planet is a network of more than 1,500-member businesses, a new and expanding core with hundreds of individual members, and thousands of nonprofit partners in more than 60 countries. Look for our logo and visit [www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org) to learn more.