



**Trees for the Future**  
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**PRESS RELEASE**

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## **Trees for the Future Partners with Earth Day Network to Plant 500,000 Trees in Haiti for Sustainable Development**

*Nonprofit to help with reforestation, provide economic benefits to underprivileged communities*

**Silver Spring, Md.** -- Today Trees for the Future began planting the first of 500,000 fruit trees and other native species in Haiti, as part of its partnership with Earth Day Network and the Avatar Home Tree Initiative. The goal of this project is to help with reforestation efforts and to provide economic benefits to underprivileged communities. Trees for the Future is a leading nonprofit organization planting trees worldwide through seed distribution, agroforestry training, and in-country technical assistance.

“Our efforts will provide various economic opportunities for communities throughout Haiti and create a healthier environment that will benefit the region for years to come,” said David Deppner, co-founder and executive director of Trees for the Future. “The Avatar Home Tree Initiative is a fantastic opportunity to give back to the environment and we believe that the film’s themes of self-empowerment and conservation will resonate with the community.”

After a four-month vetting process, Trees for the Future was selected to take part in the Avatar Home Tree Initiative. Through planting beneficial fruit trees and using sustainable agroforestry practices, the organization aims to work with Haitian farmers and bring land destroyed by the devastating earthquake back to productivity. Experts at Trees for the Future say that reforestation is a top priority in Haiti right now to help replenish degraded lands.

The Avatar Home Tree Initiative is a global reforestation project taking place in fifteen countries on six continents to raise global awareness of the importance of reforestation in sustainable development and carbon emission reduction. The effort is the result of a partnership by Twentieth Century Fox Home Entertainment and Earth Day Network, the international nonprofit organization that coordinates Earth Day events and works year-round on fighting climate change and promoting broader environmental education. Avatar director James Cameron initially announced the joint effort on Earth Day 2010, in conjunction with the debut of the Avatar Blue Ray & DVD release. Earth Day Network also worked with the American Council on Renewable Energy (ACORE) to make this initiative possible.

“Trees for the Future was chosen because of its dedication to building community awareness about sustainable development and protecting the world’s natural resources,” said Kathleen Rogers, president of Earth Day Network. “We all have a responsibility to protect these resources from man’s exploitation and reforestation is intrinsically tied to local sustainable development and environmental awareness.”

*To learn more about Trees for the Future and its work along the Arcadine Coast in Haiti, go to: [www.plant-trees.org/projects/haiti.htm](http://www.plant-trees.org/projects/haiti.htm)*

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### **About Trees for the Future**

Headquartered in Silver Spring, Md. and founded in 1989, Trees for the Future is a 501(c)3 nonprofit organization helping communities around the world plant trees. Through seed distribution, sustainable management and agroforestry training, and in-country technical assistance, it empowers rural groups worldwide to restore tree cover to their lands, protect the environment and help to preserve traditional livelihoods and cultures for generations. To learn more, visit: <http://www.plant-trees.org>.

### **About Earth Day Network**

Earth Day Network was founded on the premise that all people, regardless of race, gender, income, or geography, have a moral right to a healthy, sustainable environment. Our mission is to broaden and diversify the environmental movement worldwide, and to mobilize it as the most effective vehicle for promoting a healthy, sustainable environment. We pursue our mission through a combination of education, public policy, and consumer activism campaigns.

Earth Day Network campaign and programs are predicated on the belief that an educated, energized population will take action to secure a healthy future for itself and its children. The organization has a global reach with a network of more than 22,000 partners and organizations in 190 countries. Earth Day Network is a 501(c)3 organization located in Washington, D.C.

### **About Twentieth Century Fox Home Entertainment**

A recognized global industry leader, Twentieth Century Fox Home Entertainment LLC (TCFHE) is the worldwide marketing, sales and distribution company for all Fox film and television programming on DVD, Blu-ray Disc (BD) and Digital Copy as well as acquisitions and original productions. The company also releases all products around the globe for MGM Home Entertainment. Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets -- from mass merchants and warehouse clubs to specialty stores and e-commerce - throughout the world. Twentieth Century Fox Home Entertainment LLC is a subsidiary of Twentieth Century Fox Film Corporation, a News Corporation company.