

Save Your World Announces '1 Room for 1 Night = 1 Acre of Rainforest Saved for 1 Year(TM)'  
Partner Program for Eco-friendly  
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Comprehensive Program Assists Hotels with 'Green' Initiatives

Save Your World L.L.C., the first company in the United States to launch a personal care product line infused with organic yerba maté and organic aloe vera, has announced a hotel partnership program that makes it easy for hotels and their guests to do something for the environment every day. By offering guests Save Your World(R) personal care products in hotel rooms, the hotel and hotel guest will be helping to preserve one of the most precious resources on the planet - our rainforests.

"Every guest that stays in a hotel room for just one night, and uses the Save Your World(R) premium environmentally friendly products, will be saving one acre of rainforest for one year," explains Scott Cecil, president of Save Your World. "We provide a comprehensive program for hotels seeking the ultimate 'green' message. Consumers are increasingly making their lodging decisions based on the property's brand reputation as it pertains to environmental sustainability. Our program enables partner properties to enhance their brand's goodwill by implementing a 'Corporate Social Responsibility' plan that is captured in a concise, easy to understand message that resonates with consumers. This message is '1 Room for 1 Night = 1 Acre of Rainforest Saved for 1 Year(TM).'



1 Room for 1 Night = 1 Acre of Rainforest Saved for 1 Year(TM) is the cornerstone of Save Your World's latest "green" business model. Through an innovative leasing program that is the first of its kind globally, Save Your World is helping to preserve 200,000 acres of pristine Guyana rainforest from logging and other destructive development - a conservation concession...the first of its kind in the world.

Through contributions and product sales, Save Your World helps pay the annual lease fees required to maintain the agreement with the Guyana Forestry Commission. This South American rainforest project is on one of the oldest geological shields in the world, and is one of the richest areas of plant and animal biodiversity in the world.

According to a recent American Hotel and Lodging Association's Green Assessment Survey, 30 percent of hotels in the United States have an environmental purchasing policy and 22 percent are planning such a policy. Furthermore, according to a recent study by the Hartman Group, The Hartman Report on Sustainability: Understanding the Consumer Perspective, "Ninety-three percent of consumers that are aware of sustainability are twice as likely to think it is important to buy environmentally friendly products, and they are four times as likely to pay 10 percent more for sustainable products."



**Benefits of the program for national, regional and local hotel properties are:**

High quality, all-natural products with organic ingredients will pamper guests. Guests will immediately recognize the difference.

Environmentally friendly packaging that reduces waste and is more sustainable than non-environmentally friendly packaging. In fact, the packaging results in a 92 percent reduction in plastic for the liquid products. The soap is wrapped in a 100 percent post-consumer waste paper. The printing uses vegetable based and water-soluble inks.

Ultimate "Green" Corporate Socially Responsible Brand Message improves loyalty. The improved goodwill will result in incremental growth in room nights. In addition, it will provide a differentiator in the marketplace reducing the competitive pressures on a pricing level.

Interested hotels may contact Ms. Cherie Good, hotel program manager, at 734.730.5649 or by email at [yycgood@saveyourworld.com](mailto:yycgood@saveyourworld.com). Additional information may also be found at: <http://store.saveyourworld.com/Hotel-and-Spa-s/1183.htm>

## About Save Your World

Save Your World is a green company made up of family and friends who share a passion for preserving the world's natural resources. Save Your World, under the brands Save Your Skin(TM), Save Your Hair(R), and Save Your Body(R), introduced the first pure organic yerba maté-infused, all-natural, personal care product line in the United States with the mission to Save Your Rainforest(R) through the product pledge "One Product = One Acre of Rainforest Saved for One Year(R)." Products are available in a complete line of shampoos, conditioners, body lotions, shower gels, body washes, lip balms, and exfoliating soaps with naturally moisturizing glycerin. Save Your World is an approved member of Co-op America's Green Business Network and is a proud sponsor of Walking the Amazon.

Save Your World(R) products may be purchased nationwide at retailers such as Whole Foods Market, The Vitamin Shoppe, and other fine local retailers.

Save Your World goes to great lengths to ensure that its natural products are made in an environmentally sensitive manner and pledges:

Fair Trade practices will always be our policy

Raw materials and ingredients are all natural and biodegradable

Packaging will be made of recycled or recyclable materials

No animal testing or animal by-products will ever be used

No parabens, no Sodium Lauryl Sulfate, and no 1, 4 Dioxane

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