

FOR IMMEDIATE RELEASE

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**Sports for Nature® announces Premier Party for Nature event at
Lima Restaurant and Lounge**

Washington, DC, August 12, 2009

Party for Nature is a very unique and innovative idea that is being produced by The Green Business and Prime Design and Marketing. In keeping with the Sports for Nature principles, this event will benefit environmental organizations in a way that has never been seen before. “Inspiring others to assist our world in distinctive ways has always been our goal,” stated Darren Mital, The Green Business’ Chief Operations Officer, “we want people to celebrate about helping out the environment.”

Hundreds of individuals from the Washington DC Metropolitan Area will gather starting at 9:30pm the night of Saturday, August 29th at the luxurious Lima Restaurant and Lounge (www.limarestaurant.com) located in the heart of K Street for celebration, green awareness and pure high-rolling fun. “We are very excited to be hosting Party for Nature at our club, it is our honor. We are sure that this event will help increase awareness of the environmental problems that our society faces and also help great environmental organizations. This is going to be a very fun summer night in DC!” said Daniel Hatem, co-owner of Lima. This experience will include plenty of music, food, drink specials and games to please everyone’s taste. To inspire increased ecological consciousness, The Green Business will drive initiatives such as a one hundred percent recycling policy to reduce the events’ own environmental footprint. There will be a \$15 mandatory donation at the door that will include one free drink and benefits the environmental organizations.

To reserve a table and to be included on the guest list, please call 571-244-7248. “It gives me such pleasure to introduce this event to the Washington DC area. This is definitely Sports for Nature branching out with the objective of benefiting the environment in ways that have never been seen before. We hope to break barriers and raise lots of funds for environmental organizations that need it now more than ever, and produce an incredibly fun event that will have people begging for more. Go green!” said Jorge Morera, The Green Business’ Chief Environmental Officer.

Sports for Nature is a series of competitive sporting events around the world that benefit environmental organizations and include green initiatives to reduce the events’ own environmental footprint. A portion of the funds obtained from sponsorships and participant fees in each event go directly to the participating environmental organizations.

Sports for Nature® events so far...

- Raised over \$190,000 in cash and in-kind contributions
- 34 sponsor companies
- Over 3,400 participants

The Green Business

The goal of Sports for Nature® is to promote conservation by producing events where participants and spectators enjoy themselves, sponsors obtain great exposure and environmental organizations promote their cause and obtain a financial reward in the process. Plus, our aim is to create a long-lasting environmental culture in each of the locations that host the event. This is a win-win situation for everyone.

For full details on these events and Sports for Nature, please visit www.sportsfornature.com.

Sports for Nature = Healthier people in a healthier world

“Protecting nature through sports”

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