



FOR IMMEDIATE RELEASE

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SPORTS FOR NATURE® SUMMER 2009 EVENTS

Reston, VA, July 8, 2009

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

Our summer events:

GOLF FOR NATURE is our first event intended to bring the golfing community together for an afternoon of fun out on the course and in support of nature. The outing will be held at one of Northern Virginia's Premiere golf courses – Reston National (www.restonnationalgc.com). "We are delighted to be holding our outing at Reston National, it's a great course so we expect all the players to have a good time." said Jorge Morera, The Green Business' Chief Environmental Officer. This event will host close to 160 golfers and be held on Friday, July 24th, 2009 starting at 1pm. "We are excited to be participating in the 1st Annual Golf for Nature event. We feel that tennis and golf will compliment each other well and give people a chance to hit an ace for the environment!" said Mani Barajas-Alexander, President and Director of Alexander Tennis. The main participating environmental organizations are: Amigos of Costa Rica and MarViva.

SOCCER FOR NATURE III is our 3rd prize money tournament in the Northern Virginia area. This event is becoming a local classic and this time will be part of the 2009 Asian Festival and draw teams from the Washington DC Metropolitan Area and surrounding regions. This one-day event will be held outdoors at Baron Cameron Park in Reston, VA on Sunday August 2nd starting at 8am. "We are excited to be producing this event as part of the Asian Festival, we hope that this is a wonderful occasion where many different cultures interact in favor of the environment and of course to have lots of fun!" said Mr. Morera. As in previous Soccer for Nature tournaments, the winner will receive a cash prize; and after the last match, all players will enjoy a dinner party (hosted by Singha Beer) to celebrate and give out awards. Hundreds of participants and spectators are expected to attend.

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

The Green Business



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 + Environment = Healthier people in a healthier world

“Protecting nature through sports”

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