



## The Green Business



### FOR IMMEDIATE RELEASE

Contact: 571.244.7248  
[press@thegreenbusinessworld.com](mailto:press@thegreenbusinessworld.com)

### **THE GREEN BUSINESS IS PLEASED TO ANNOUNCE ITS FIRST SPORTS FOR NATURE EVENTS IN 2009: SOCCER FOR NATURE II AND NATURE TEAM TENNIS!**

Reston, Virginia, February 19, 2009 – The Green Business is pleased to announce its first Sports for Nature events in 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.

Soccer for Nature II is a Men's, Women's and Coed Indoor Soccer Tournament being held on April 5<sup>th</sup> and 12<sup>th</sup> at the Dulles Sports Plex in Sterling, Virginia. Hundreds of participants are expected to play and support the environmental organizations. Last year's event at the same venue attracted more than 200 players and several hundred spectators. Plus, the level of competition among the teams was outstanding, with several of the direct elimination matches being decided in the last seconds with a late goal. "We expect many more players for this upcoming event and much more of the same excitement and thrills that we saw in last year's event!" said Jorge Morera, The Green Business' Chief Environmental Officer.

"The Alaska Wilderness League brought their giant polar bear to the event last year and he was a big hit with the players and spectators, especially kids. After we sent the e-mail blast out announcing Soccer for Nature II, we actually received several e-mails from people asking if the polar bear was going to be there this year! This is just one example of the positive impact we have seen the environmental organizations have with participants" added Mr. Morera. "Soccer for Nature is a great opportunity for our team to raise awareness of issues that are hurting our environment such as the endangered arctic polar bears, and play our favorite sport in an extremely competitive tournament at the same time" said Jason Meares, General Manager of Sports Boys FC, one of the teams that played in last year's event and will be playing in Soccer for Nature II.

Nature Team Tennis! is a Men's and Women's Indoor Doubles Team Tennis competition being held on April 25<sup>th</sup> at Skyline Sport & Health Club in Falls Church, Virginia. This event will be Sports for Nature's first team tennis event and it will have four levels of competition, each to be played to completion in the same day. "I think that it's great that a sport like tennis can serve as a tool for helping the environment. We are very happy at Skyline to be hosting the upcoming Nature Team Tennis event and we look forward to it being a big success. Go Sports for Nature!" said Carol de Ocampo, Skyline's Director of Tennis.



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“All of us at SuncasTV are excited to be a part of The Green Business' Sports for Nature's Nature Team Tennis and Soccer for Nature II events. We are glad to play our part in the "Greening of America", and greatly appreciate the work that your organization does” said Herrison Chun, Director of Sports Programming for SuncasTV.

The participating environmental organizations are: Alaska Wilderness League, National Fish and Wildlife Foundation, Defenders of Wildlife and ThanksUSA.

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 more information on these events and the Sports for Nature initiative, please visit [www.sportsfornature.com](http://www.sportsfornature.com).

Sports + Environment = Healthier People in a Healthier World

“Promoting Conservation Through Sports”

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