



The Green Business



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THE GREEN BUSINESS IS PLEASED TO ANNOUNCE ITS FALL *SPORTS FOR NATURE* EVENTS – SOCCER FOR NATURE AND TENNIS FOR NATURE II

Reston, Virginia, October 7, 2008 – The Green Business is pleased to announce two more unique sporting events under its Sports for Nature initiative. 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 percentage of the funds obtained from sponsorships and participant fees in each event go directly to the participating environmental organizations.

“Thanks to Sports for Nature events' generous contributions that have been made to Defenders of Wildlife to save vulnerable animals from extinction. We greatly appreciate the public education being done by The Green Business to raise awareness of the threat to endangered animals. And we hope that the upcoming soccer and tennis events will generate even more donations to our life saving work” said Patty Probst, Defenders of Wildlife's Marketing and Constituent Development Coordinator. “We are very excited about the upcoming events and the environmental organizations that are participating. They are all very effective and we are extremely honored to have them as partners in our events” said Jorge Morera, The Green Business's Chief Environmental Officer.

“For next year we have over ten more Sports for Nature events planned with different sports and in different cities in the US and abroad. This year in December we have our first international event in Costa Rica. With hard work we hope to continue to grow these events to raise even more awareness and funds to help mitigate all the serious environmental problems that we face nowadays” added Mr. Morera.

Soccer for Nature is a Men's and Coed Indoor Soccer Tournament being held on October 25th and 26th at the Dulles Sports Plex in Sterling, Virginia. Hundreds of participants are expected to participate and support the environmental organizations. “We're excited to host a unique event like the Soccer for Nature Tournament. This tournament will feature great competition among some of the area's top teams and part of the proceeds will benefit very worthy environmental organizations. We're proud to be part of it” said Jaime Amato, Manager for the Dulles Sports Plex.

Tennis for Nature II is a Men's and Women's Indoor Doubles Tournament that is sanctioned by the United States Tennis Association (USTA). The event will take place on November 14th, 15th and 16th at Worldgate Sport & Health Club in Herndon, Virginia. The tournament will have four levels of competition, each to be played to completion in one day. Both events combined have nearly \$10,000 prize money to be awarded. “We hope these upcoming



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events are truly enjoyable and create a win-win situation for everyone involved, especially the environmental organizations!" said Mani Barajas-Alexander, The Green Business's Director of Marketing.

The participating environmental organizations are: Alaska Wilderness League, ThanksUSA, National Fish and Wildlife Foundation and Defenders of Wildlife. "Sports for Nature's tennis event creates awareness and funding for ThanksUSA's military family scholarships and for that we are so grateful" said Bob Okun, from ThanksUSA.

Among the participating sponsors are: Chipotle, Starbucks, Sport & Health, SQN Communications, Singha Beer, The Tennis Channel, Ruth's Chris Steakhouses, DC United, Ratner Companies, Thai Tennis Organization in America, Jo's Trophies, Potomac Soccer Wire, Robeks and others.

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 vital revenue. Plus, the 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 tournaments and our Sports for Nature initiative, please visit www.thegreenbusinessworld.com/sportsfornature.

At The Green Business, we believe that the continued success and constant growth of your business and good environmental performance go hand in hand.

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