



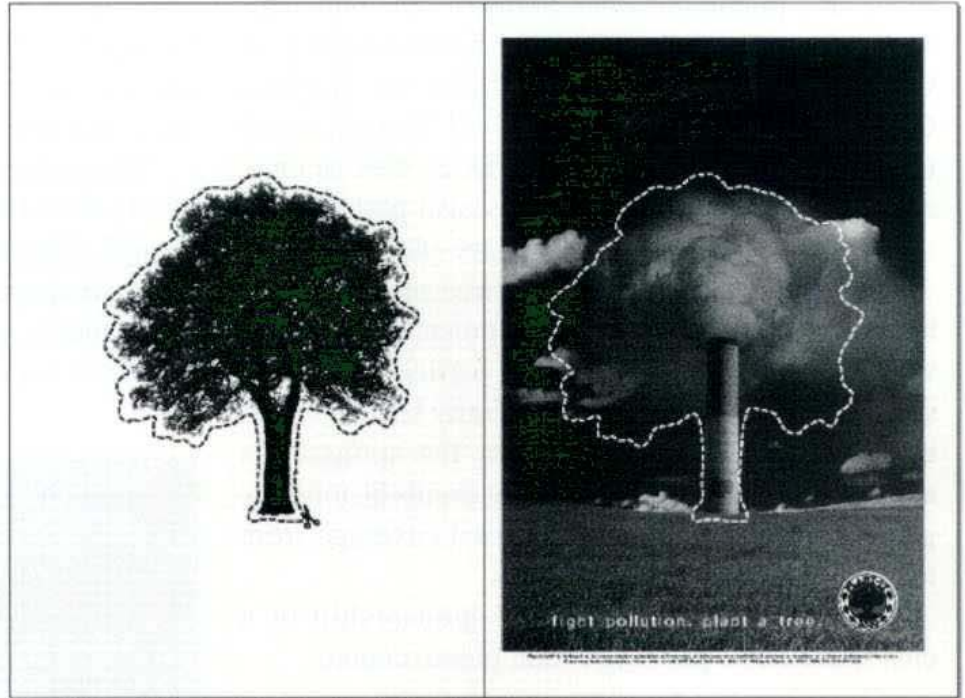
PASSAGES

THE QUARTERLY NEWSLETTER OF THE PLANT-IT 2000 FOUNDATION

JANUARY – MARCH, 1996

Plant-It 2000 Featured in International Ad Competition:

During the Spring of 1995, fifteen teams each representing a different country competed in the 'Young Creatives Competition' in The Palais des Festivals in Cannes, France. Their goal was to design a four-color two-page spread advertisement based on The Plant-It 2000 Foundation that would encourage children to plant or adopt a tree. Copywriter Aris Theophilakis and Art Director Thorbjorn Naug of Norway's Bates Backer & Spielvogel in Oslo won, defeating 14 teams in the 24-hour race to come up with a winning print idea. The event was co-sponsored by Apple Computer, Inc., The Image Bank, The Wall Street Journal, Creativity and Radius and was assisted by BBDO/CLM/Paris. Several magazines have already featured the top three ads and the International Edition of Time Magazine will feature the winning ad from Norway in an upcoming edition.



Above: Black and White Reduced Version of Norway's Two-Page Winning Ad

Major Project: 50,000 Indigenous Trees Planted In Belize:

In December, 1995, The Plant-It 2000 Foundation undertook our largest tree-planting project to date. In partnership with Trees For The Future, we began a tree-planting project to plant 50,000 indigenous trees in and around Punta Gorda in the Toledo District of Belize. Reforestation of the denuded areas will increase food production of local villages by utilizing a technique called 'intercropping' which adds nutrients to the soil, provide fodder for cattle via fallen leaves and provide needed erosion control. Villagers are already visiting the demonstration tree nurseries and are being educated as to proper environmental care and protection. In addition, local farmers along with participation from at least twelve nearby Mayan villages are assisting with the planting and protection of these trees.

Left: Mr. Rayford Arzu Growing Leucaena Trees in Punta Gorda



Businesses Partner With The Plant-It 2000 Foundation:

The Plant-It 2000 Foundation has experience in partnering with businesses, entertainers, timber companies, political leaders, civic and environmental organizations for the purpose of designing and coordinating worldwide customized city and forest tree-planting events. Some of the companies we have partnered with are: Chrysler/Jeep of California, Traditionals, The John H. Harland Company, Wells Fargo Bank, and Weyerhaeuser Corporation. Many other business as well as civic and environmental organizations also partner with us to sponsor local or international tree-planting events.

Our sponsors know that each tree-planting event has the security of being 'environmentally correct,' we involve diverse community participation from students to local civic and community leaders which brings in positive publicity for the sponsor. In addition, community tree-planting events historically generate strong print, and televised coverage from local and regional news services.

For information regarding sponsorship of a customized tree-planting event, please contact:

Michael Thau • PLANT-IT 2000

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Spotlight: The John H. Harland Company:

The Plant-It 2000 Foundation now has beautiful checks available at many banks created and distributed by The John H. Harland Company.

The checks are called 'TreeTops' and depict four different forest scenes. Each time someone places an order for TreeTops checks, The John H. Harland Company makes a contribution to our foundation, allowing us to plant thousands of trees in denuded areas worldwide.

The partnership was created and is administered by Mr. Sam Harrison, Senior Vice President of The John H. Harland Company. Because of his foresight and environmental commitment, TreeTops checks are available in banks across the United States. Ask your bank to provide **HARLAND** 'TreeTops' checks.



Top Left: Senator David Ralston of Georgia Assists Plant-It 2000 For the Last Two Years By Planting Trees in Georgia.
Top Right: Students Planting Our Trees in Davis, California.

Printed on recycled paper with soy-based inks.



THE PLANT-IT 2000 FOUNDATION

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