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Blu Pagoda LLC Announces Partnership with 1% for the Planet

DES MOINES, IA, Feb. 6, 2015—Blu Pagoda LLC recently joined 1% for the Planet (1%), pledging to donate 1% of annual sales to support non-profit organizations focused on sustainability.

“Signing on to 1% for the Planet shows Blu Pagoda LLC has a strong commitment to investing in sustainability efforts,” says John Tashiro, Interim CEO. “They’re using business as a tool to engage and motivate their stakeholders while partnering with environmental organizations that complement their brand. We’re excited to welcome Blu Pagoda to our global network.”

“When I started Blu Pagoda, it was important to me that right from the very beginning, we make a commitment to giving back. Investing in sustainability efforts is something that can benefit everyone,” says Rachel Formaro, founder and principal.

Members of 1% for the Planet contribute one percent of annual sales directly to any of the approved non-profit environmental organizations in the network. Non-profits are approved based on referrals, track record and sustainability focus. Over 3,600 non-profits worldwide are currently approved.

“In our 10th year we’re celebrating that our members contributed \$100 million of critically needed funds and it’s just the beginning,” comments Tashiro. “We see that brands benefit too by financially investing in the environment; consumer demand drives much of this success. There’s a paradigm shift happening and we’re thrilled that so many innovative businesses are sling-shotting the movement into high gear.”

About 1% for the Planet

1% for the Planet is a global network of businesses that donate one percent of annual sales directly to approved environmental and sustainability nonprofit organizations. Over 1200 member companies in 48 countries give back to this big blue planet through over 3600 nonprofit partners. Started in 2002 by Yvon



Chouinard, founder of Patagonia, and Craig Mathews, owner of Blue Ribbon Flies, 1% for the Planet helps people buy better products and protect the planet we play on. To date, our network has given over \$100 million back to blue. To learn more go to: www.onepercentfortheplanet.org.

About Blu Pagoda LLC

Blu Pagoda LLC is a communications, marketing and content agency that specializes in helping companies big and small with their business needs and challenges. Areas of focus include: writing and editing, marketing plan management, content marketing, communications plan development, crisis communications, data analysis and social media. Their talent network includes experts in all aspects of marketing. Blu Pagoda has industry expertise in technology, financial services, B2B and B2C, with experience in both U.S. and Canadian markets. Blu Pagoda also has a speakers bureau division, Blu Sparks. To learn more, go to www.blupagoda.com.