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Floresta Launches Plant With Purpose to Restore the Environment and Reverse Poverty Worldwide
New initiative uses revolutionary technology to grow villages and raise awareness

SAN DIEGO – April 8, 2009 – Building on 25 years of successfully protecting the environment and helping the rural poor, the global non-profit organization, Floresta, has launched [Plant With Purpose](#), a bold approach to capture the groundswell of interest in addressing environmental and social justice issues worldwide. The new online community offers visitors a closer connection with nearly 200 villages being served around the world.

“People today are becoming more aware of the urgency involved in restoring our environment, and they feel empowered to make an impact that will last for generations to come,” said Scott Sabin, Executive Director of Floresta. “Plant With Purpose provides an immediate opportunity for people to transform the lives of the rural poor by restoring their land and offering them economic opportunities.”

One of the programs, *Grow a Village*, allows donors to support a share of a village for only \$30 a month. Additionally, people can shop for program needs such as water cisterns, environmentally safe stoves and latrines, and livestock. Web site visitors can virtually tour communities, donate to a need, and then automatically view the impact of their contribution as the Web site tracks the program’s funding.

“*Grow a Village* allows people a more tangible way to get involved,” said Doug Satre, Floresta’s Director of Outreach and Development. “Donors are able to view pictures of the rural farmers, the indigenous program staff, and descriptions of the villages so they feel connected and become more educated on the challenges these people face. Alternatively, visitors have the option to make a general donation.”

Floresta has already planted 4 million trees and made over 6,500 small business loans worldwide since 1984. The organization currently has programs in six countries, including the Dominican Republic, Haiti, Mexico, Tanzania, Burundi, and Thailand.

About Plant With Purpose

Plant With Purpose (www.PlantWithPurpose.org) is an international Christian organization that transforms lives in rural areas where poverty is caused by deforestation. For 25 years, Plant With Purpose has provided lasting solutions to heal the relationship between people and their environment by planting trees, revitalizing farms, and offering loans to create economic opportunity. [Check out our video!](#)