



PLANET ORGANIC

M A R K E T[®]

P R E S S R E L E A S E

December 6, 2007

Be Good for Goodness Sake

Planet Organic to reward consumers who make sustainable choices this holiday season.

Victoria (BC) – We all dream about a White Christmas, but at Planet Organic Market we are much more excited about a green one. That's why Planet Organic Market is challenging its customers to tell us how they plan to make their holiday celebrations more environmentally sustainable this year.

With the holiday season right around the corner, bringing a bit of green into your celebrations may be easier than you think. Here are few basic ideas on how you can impact your ecological footprint:

- Bring your own bags – not only when grocery shopping but when shopping for your Christmas gifts.
- Choose recycled wrapping paper (there is a lot of beautiful wrapping paper made from post consumer fibres) or reuse paper you have received in the past.
- Make a donation on a loved ones behalf to an earth-friendly organization, such as Plan Canada, formerly Foster Parents Plan of Canada
- Replace your old Christmas lights with new energy efficient LED lights.
- When entertaining during the holidays, serve food that is organically or locally produced.

As you can see, we are just getting started. We want to hear your ideas on how to make holiday celebrations more sustainable.

“There is a lot more to being a good friend of the Earth than buying organic”, said Diane Shaskin, Co-founder of Planet Organic Market. “We believe every good thing you do adds up and we are excited to help reshape the way people think about their holiday celebrations this year,” said Shaskin.

To share your ideas on how to make this holiday season more sustainable, log onto www.planetorganic.ca and click on “Tell us how to keep your Christmas green and win!” Five lucky participants will each win a \$100 Planet Organic Market gift certificate for their efforts. One entry per person please. Contest closes Sunday, December 16 at 12 a.m Pacific Standard time.

All ideas will be shared in a special edition of our Goodness newsletter, which will be emailed December 18th.

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