



Earth+ Press Release Example

From Garbage to Garden

An Earth+ Partnership was formed between CB+ composter, Green Ambassadors, and _____ to transform food waste into all-natural soil.

Month/Day/Year Time

City

CB+ Composter and Green Ambassadors of _____ (school's name) has formed an innovative partnership to recycle food waste from local school cafeterias into all-natural organic fertilizer for application on school fields, city parks and public spaces. The Green Ambassadors held a training to implement composting on their own campus and are hosting an event on _____ (day), (time), (location) to teach the community how easy it is to compost with a CB+ composter. The Green Ambassadors will offer the CB+ composter to local residents so they can be part of the solution. The money raised from this event and from selling the soil produced from the composter will be used to continue the cycle of life, allowing another school to be part of the solution and giving them a CB+ composter and the Green Ambassador training.

"This is a strong partnership between the Green Ambassador program of Environmental Charter High School and other schools wanting to change the world from the ground up. This allows students, teachers, and communities to be unifying force for the common good," said Ben Reid, President of CB+. "Green Ambassadors of Environmental Charter High School applaud _____ (school's name) for wanting to continue the cycle of life and wanting to create soil from waste and train another school in the composting solution. We are confident they will be influential in their community and get many residents, schools, and teachers composting."

This project of CB+ composter and Green Ambassadors was spearheaded by _____ (teacher's name) and students of the school who wanted to be part of something positive. In a short time the school will divert anywhere from 20-30% of its waste from the landfill and turn it into soil. Students have learned lessons about recycling, making logical ecological decisions, becoming leaders, and creating stewards of the future. With less waste being picked up and no money going to by organic soil or fertilized, the school will also save money. The residents benefit as well, and have the opportunity to become Green Ambassadors themselves.

CB+ is a company that makes handcrafted composters from resourced materials. CB+ is an earth positive company rooted in active outdoor sports and experiential education. Green Ambassadors, a project of Environmental Charter High School, is an environmental education program that empowers youth to be agents of change in their communities and world. Through service learning, community partnerships, and cross-cultural and global exchange, the program fosters personal growth and leadership skills to help youth tackle the most critical environmental issues facing our planet.

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