

**For immediate release – 08 December 2008**

## Local School Embraces Environmental Sustainability with a Responsible Fundraising Program

Princess Anne French Immersion Public School in London, Ontario is committed to environmental responsibility and sustainability. The local school is already a certified EcoSchool, in recognition of their commitment to educational programs that address how schools are run and what students learn.

The school is now taking a further step forward in its commitment to environmental sustainability with their newest responsible fundraising initiative – the first of its kind in the London area!

In partnership with Georgetown, Ontario's Fundtastic Fundraising, Princess Anne Public School is the first school in the Thames Valley District School Board to introduce Nature's Treasures 100% all natural Belgian chocolate as a responsible fundraising choice. With cacao sourced from the Rainforest of Costa Rica, Nature's Treasures all natural chocolate is the first chocolate in Canada to receive Rainforest Alliance certification. Each 50-gram bar contains all natural ingredients and features outer packaging that is recyclable and reusable.

Each Rainforest Alliance certified farm has been certified based on a strict set of criteria to reduce their environmental footprint. Under the auspices of the Sustainable Agriculture Network, the Rainforest Alliance works with farmers to ensure compliance with standards for protecting wildlife, wild lands, workers' rights and local communities. Only farms that meet these rigorous standards are awarded the Rainforest Alliance Certified seal. Rainforest Alliance certification means less water pollution, less soil erosion, reduced threats to the environment and human health, protection of wildlife habitat, less waste, less water use, more efficient farm management, improved conditions for farm workers, improved profitability and competitiveness for farmers, and more collaboration between farmers and conservationists.

Nature's Treasures all natural chocolate also responds to the need for responsible and healthy snacking choices in our homes and school communities. In response to the province of Ontario's recent trans fat legislation, all five flavours of Nature's Treasures 100% pure chocolate meet Ministry guidelines for healthy eating, are kosher, gluten free, and peanut and nut free.

Fundtastic Fundraising is committed to responsible fundraising: socially, environmentally, within our schools, our communities, and personally.

As a further testament to environmental responsibility, Fundtastic Fundraising has recently partnered with Tree Canada, a charitable organization that is committed to improving our quality of life by planting and caring for trees. Tree Canada partners with local volunteers and businesses to help us understand the economic and environmental value of trees. Tree Canada's goal is to leave a living, breathing legacy by planting trees across Canada.

Princess Anne Public School will be the first school in the London area to benefit from Fundtastic Fundraising's support of Tree Canada. Fundtastic Fundraising will supply one tree kit procured from Tree Canada for every collective selling unit of Nature's Treasures sold. Princess Anne Public School can use these tree kits as part of their school yard greening initiative, in support of Earth Month.

When asked about Princess Anne's commitment to environmental and social responsibility, school principal Mark Jenkins replied, "I am very proud of our school community's efforts to help the environment. We have been very active in recent years, under the leadership of Grade 3 teacher Daniel Di Febo. This new fundraiser is yet another step in the right direction in helping sustain the environment for future generations."

Princess Anne Public School, the Rainforest Alliance, Tree Canada and Fundtastic Fundraising are proud to be working together on this unique fundraising program as part of a responsible ecological chain that supports our communities, our schools and our environment.

Princess Anne Public School, part of the Thames Valley District School Board, will be launching their environmentally responsible fundraising program on Friday, December 12th with an in-school assembly for staff and students.

-30-

For further information and media enquiries, including interviews and photographs, please contact:

Marketing Dynamic Solutions

519-316-0583

[info@mdsolutions.ca](mailto:info@mdsolutions.ca)