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## **FOR IMMEDIATE RELEASE**

### **DANIELLE AND COMPANY® IS SAVING THE RAIN FORESTS IN CELEBRATION OF EARTH WEEK**

**SCRANTON, PA., March 27, 2009** – Saving the world's rain forests is something everyone can take part in. It is essential that we protect the earth and its inhabitants everyday. To further support this initiative, Danielle and Company is partnering with the Arbor Day Foundation's Rain Forest Rescue® Program as a part of Earth Week, April 19<sup>th</sup> through the 25<sup>th</sup>.

Since the founding of Rain Forest Rescue, more than two billion square feet of land has been preserved, and it continues to make positive impacts in the area...for the people who call it their home, for the precious birds and animals that live there, for the diverse species of plants and trees, and for the health of our planet.

For every \$50 purchased during Earth Week, Danielle and Company will save 2,500 square feet of the rain forest in your name or the name of your business through their partnership with the Arbor Day Foundation. You will receive a certificate to show your participation and to proudly display in your home or office. Danielle and Company will also be offering 25% off their entire line of Earth Friendly products (that is everything they make!) on Earth Day, Wednesday, April 22<sup>nd</sup> both in their factory store at 831 Adams Ave. in Scranton and online at [www.DanielleandCompany.com](http://www.DanielleandCompany.com). Use Discount Code: EARTHDAY09 for your online purchases.

**Why Save the Rainforest:** Rain forests cover only 2% of the Earth's surface, yet they provide habitat and nutritional support for almost half of the Earth's known living species. The El Triunfo Biosphere Reserve alone harbors 30 native mammals, from jaguar and spider monkey to ocelot and white tailed deer - and some 150 species of birds.

Scientists have identified 3,000 plants as having anti-cancer properties... and 70% of those plants are found ONLY in the rain forest. Unlike other forests, many tropical forests have poor, thin soils. Virtually all of the nutrients are in the plants. When the trees are destroyed, what was once a dense woodland full of life becomes a barren wasteland.

Hope of sustainability lies in conserving the forest as an entire ecological system, which means various methods of conservation are needed and have already been put into action by the efforts of concerned world citizens like our members.

The first 20 customers who participate in our Earth Week Celebration to Save the Rainforest will also receive a free organic eco-friendly Danielle and Company t-shirt.

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### **Who we are**

Danielle K. Fleming, M.A., the founder of Danielle and Company and a Cognitive Behavioral Therapist, has been studying the human responses to scent for 7 years and has infused her knowledge into the organic beauty care products that she creates. Her philosophy is to create a product that is beneficial for the **WHOLE PERSON**; mind, body and the environment they live in.

### **What we do**

Danielle and Company, Inc. is an award-winning manufacturer of contemporary organic products for the bath, body and home. As an eco-conscious company, we are committed to the sustainability of the earth and the well-being of its people. All of our products are made with certified organic ingredients and are manufactured by hand, with care, in our eco-friendly facility in Pennsylvania. To maintain the integrity of the eco-conscious consumer, our products do not contain synthetic colors/dyes, parabens, mineral oil/petrolatum, sulfates (SLS), chemical additives, formaldehyde preservatives or fillers. We are cruelty-free and use sustainable materials in our product & shipment packaging.

### **What we care about: Social Responsibility**

5% of the net proceeds from the sale of our Candles and Organic Soap Gardens will be donated to Penn State University's Honeybee Research Facility, a world leader in honeybee research. Our Honeybee Research Fund will support research, education and outreach efforts in the areas of honeybee biology, health, pollination services and Colony Collapse Disorder.

### **What we sell: The Products**

The Danielle and Company product line consists of 14 mood-enhancing scents in the following organic products: shea bar soaps, shea body washes, hand & body lotion, beeswax & pure soy candles and shea lip balms. These products are available in full and travel sizes and are suitable for both men and women.

### **Our Goal**

To provide our customers with contemporary organic products that will enlighten your senses, enhance your mood and nourish your skin, all while being sustainable and protective of our environment.

Please visit our website for more information, including our Awards, Celebrity List, In As Seen In & Testimonials!

[www.DanielleandCompany.com](http://www.DanielleandCompany.com)

