

The Land Conservancy OF SAN LUIS OBISPO COUNTY

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Land Conservancy Partners with 1% for the Planet

SAN LUIS OBISPO, CA - The Land Conservancy of San Luis Obispo County was recently approved as a partner agency of **1% for the Planet**, a growing global movement of over 1,400 member companies – small and large – in 38 countries, that commit to giving 1% of their sales back to the planet, via donations to nonprofit partners actively engaged in creating a healthier planet.

Founded in 2002 by Yvon Chouinard, founder and CEO of Patagonia (member #1), and Craig Mathews, owner of Blue Ribbon Flies (member #2), the network has donated over \$50 million to over 2,100 non-profits worldwide that support causes related to sustainability and environmental efforts. With more than one new business joining the 1% for the Planet movement each day, 1% has become recognized as the leading certification mark for businesses achieving the gold standard in corporate giving.

“The intent of 1% for the Planet is to help fund these diverse environmental organizations so that collectively they can be a more powerful force in solving the world’s problems,” **Yvon Chouinard**, founder of 1% for the Planet.



Local businesses in San Luis Obispo County have the exciting opportunity to become members of 1% of the Planet, just like Patagonia and Blue Ribbon Flies. This occasion for local businesses owners or farmers to provide an alternative pool of funding to nonprofits, who seek financial support, is one of local collaboration. The Land Conservancy hopes to receive funding from 1% members so that they may continue working to set aside local lands for wildlife, recreation, ranching, and farming. The Land Conservancy aims to forever ensure the protection of special places in the San Luis Obispo County community, for current residents and future generations.



“The Land Conservancy is unique to this area. Because we are a local land trust, we can modify our efforts to the specific needs of each community,” says **Teresa Tibstra**, Membership and Outreach Coordinator at The Land Conservancy. *“Every dollar earned is spent right here for local lands.”*

California businesses currently donating 1% include Cliff Bar, Figi Water, Paramount Citrus, Quicksilver, Southern California Vacation Rentals, Volcom Inc., Vyayr Fitness, and well-known music revelation, Jack Johnson. Your local business can become a member of 1% today and become part of this global environmental network.

To learn more about 1% of the Planet, please visit, www.onepercentfortheplanet.org. Want to give your 1% donation to The Land Conservancy? Contact us at [805] 544-9096 or LC@LCSLO.org.

The Land Conservancy of San Luis Obispo County is a local nonprofit working to protect and restore land for the benefit of people and wildlife. Since its formation in 1984, The Land Conservancy has led collaborative efforts to permanently protect over 11,000 acres of land in San Luis Obispo County. For more information visit www.LCSLO.org or call (805) 544-9096.

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