



News Release
For Immediate Release

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Start Counting! WE ADD UP™ launches personalized campaign to raise global warming awareness
Cool campaign literally 'counts you in' in the effort to cool the planet

Willoughby, OH – (Oct. 31, 2007) – The climate crisis is real and happening right now. People are asking, “What difference will changing my light bulbs really make? The problem is so huge, and I’m just one person.” A new campaign is taking global warming head on by raising awareness of its devastating affects while educating people on ways to stave off, and even potentially reverse imminent climate change. **WE ADD UP** encourages people to make small or large changes in their lives to reduce greenhouse gas emissions.

WE ADD UP is a global campaign using organic cotton t-shirts that literally “counts you in.” Every shirt is printed by hand with a unique number. **YOUR** number represents your place in the sequential global count of all the people who are taking steps to help stop climate change. As the count grows, we demonstrate to the world that “WE ADD UP.” On the back of each shirt is a word or phrase that describes an action almost anyone can take to reduce their carbon footprint - the contribution their lifestyle makes to greenhouse gases - such as, Unplug, Lights Off, Carpool, Hybrid, Bike, Buy Local, and 18 others. You choose which action you are committed to doing and get counted in. WE ADD UP also offers organic cotton reusable grocery tote bags that say “Neither” (the answer to the paper or plastic question), and recycled plastic sports bottles and stainless steel coffee mugs that also promote the WE ADD UP message.

“The mission of the campaign is to spread the message that each of our efforts do matter, because collectively, we add up,” said Jill Palermo, marketing director of I’m Organic®, the messaging company that developed the campaign. “This is a global issue, and our goal is to get millions of people worldwide counted in and committed to taking action to stop climate change now. No one can do everything, but everyone can do something.”

Products are available online starting today at www.weaddup.com and include:

- Organic cotton adult t-shirts available in Unisex, Women's, and Long-sleeved in black, light blue, green, natural and gray. Sizes: S, M, L, and XL. Price: \$25 each
- Organic cotton kid's t-shirts available in sizes 2 to 12. Price: \$20 each
- Stainless steel coffee mugs: \$15 each
- “Neither” organic cotton grocery tote bags: \$10 each
- Recycled plastic water bottles: \$10 each

Adult t-shirt global warming action messages (24 total) include the following phrases with a graphic icon for each: *Switch, Recycle, Eat Less Meat, Wind, Hybrid, Buy Local, Organic, Demand Change, Solar, Shower Together, Unplug, Drink Tap, Pass It On, Mass Transit, Bike, Carpool, Insulate, Inflate, Lights Off, Fly Less* and *Demand Change*. There is also a shirt in each color with all 24 icons on the back.

Giving Some Back

WE ADD UP is a Carbon-Free Partner of Carbon Fund. After reducing, reusing, and recycling, WE ADD UP invests in wind and solar power projects to offset the rest of the carbon it takes to run its business and create its product line. Customers can be assured when they purchase a product that it has a zero net contribution to global warming. WE ADD UP also offers a carbon-free shipping option that offsets the carbon emissions it takes to ship the product to the customer.

Ten percent of profits are donated to environmental groups, such as The Alliance for Climate Protection, The Earth Island Institute and The Green Project in New Orleans. All non-profits serving environmental causes are eligible to become affiliates of WE ADD UP and will earn 20 percent of sales that are directed from their newsletters or Web sites.

WE ADD UP also offers its products as a fundraiser for high schools, colleges, community and non-profit groups. Groups receive 20 percent of sales and are eligible to win prizes. Currently, 25 schools are enrolled in the program.

Organic Cotton Manufacturing Practices

WE ADD UP t-shirts are made with 100 percent certified organic cotton that is grown and manufactured in the United States under strict fair labor practices. While organic cotton is grown without the use of synthetic pesticides or herbicides, non-organic cotton is the most pesticide-intensive crop on earth. Although cotton is grown on only about three percent of the farmland in the world, 25 percent of the world's pesticides are used on cotton fields. National Academy of Sciences researchers have classified more than 80 percent of the most commonly used pesticides as potentially carcinogenic. Each t-shirt and tote bag helps prevent about one-third of a pound of pesticides from getting into topsoil and groundwater, and helps farm workers avoid dangerous chemical exposure. Organic agriculture also helps create fertile soil that is more resistant to degradation from droughts and floods, thus limiting some of the long-term effects of global warming. All in all, choosing organic cotton has a positive impact on the planet.

The WE ADD UP sports water bottles are manufactured with recycled plastic in the United States. The reusable travel mugs are made of stainless steel and are double-wall insulated to keep beverages hot or cold for hours.

About I'm Organic and WE ADD UP

Launched in 2006, I'm Organic, Inc. is an organic messaging company that was founded by the mother-daughter team of Judy Pezdir and Jill Palermo. Its mission is to be an amplifier for the organic lifestyle movement. The messages on I'm Organic® products are submitted by consumers who wish to express their values. All of I'm Organic's products are made from natural, organic, compostable or recyclable materials. It is a Co-op America Approved company for People and the Planet and is committed to operating a "green" business.

Driven by a personal desire to spread a message of hope and to inspire action to stop global warming, the I'm Organic team created WE ADD UP. The Web site, www.weaddup.com, is hosted by DreamHost, which runs all of its servers on renewable energy. WE ADD UP fundraising catalogs are printed on 100 percent recycled paper with soy inks, and the manufacturing is offset by wind energy credits. Please visit www.imorganic.com and www.weaddup.com for more information.