

Buy A Tee, Plant A Tree Initiative



Buy A Tee, Plant A Tree is a new **Me to We Style** initiative in partnership with **Free the Children** that will begin October 6th, 2009. Through this exciting new program, **Free the Children** has agreed to plant a tree for every item that **Me to We Style** sells (with the exception of scarves).

Each tree will be planted in the school within the Maasai Mara region in Kenya, as part of Free the Children's sustainable development model "Adopt a Village". The Kenyan Adopt A Village communities have a growing tree nursery and are in need of reforestation. This tree-planting initiative will be essential to support these agriculturally based economies, which are struggling due to erosion. This means that for every item you purchase, you will be directly contributing to planting a tree and taking one more step towards social and environmental sustainability.

Tree planting is part of the curriculum in all **Free the Children** schools and is the main focus of all environmental school clubs. Over 7,000 students will be planting trees as part of their formal education to learn to care for their environment. By educating students about preserving the environment and giving them an active role in tree planting, Free the Children and Me to We Style are empowering new generations to take ownership and care for their surroundings.

Me to We Style and **Free the Children** have planned carefully to ensure all stakeholders will benefit from this initiative. Here are a few examples of the questions we have taken into consideration:

- The land used for tree planting has been deemed unfit for agricultural purposes, therefore the planting of trees will not be replacing agricultural fields within the local communities.
- The types of trees planted are specific to the region in which they are planted in order to preserve local ecosystems.
- No pesticides are used when planting or growing the trees. Furthermore, to shelter seedlings from insects each seedling is protected by biodegradable milk cartons.
- The trees require limited water to survive under local conditions, as they are native to the region, and are planted to coincide with the Maasai Mara rainy season, which will aid in their growth and survival. As a result, the trees will not be irrigated with water that would otherwise go to the communities.

Me to We Style and **Free the Children** are proud to announce this initiative to help strengthen and enhance their commitment to environmental and social stewardship. Please feel free to contact us with any questions at **416.640.2649** or by e-mail at **info@metowestyle.com**.

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