

## ***Tri-fold Brochure of EarthCorp***

*Front Cover Headline:*

**World's first and only *rewards card* GUARANTEED to save you money, and SAVE the Planet too!**

*Inside folded-in back flap headline/body copy*

### **Make a Difference ... SAVE a Lot**

What If Your Purchase of THINGS You Use Every Day Did More Than Just Cross an Item Off Your Shopping List?

What if it also helped 11 million people in 39 countries get access to clean drinking water ... provided advanced, inexpensive vision correction for 2 billion people who now go without glasses, scrub the world's oceans of plastic and other garbage with new plasma-like technology ... create thousands of jobs in new indoor, vertical hydroponic farms just down the street ...

*Inside Spread – left panel headline/body copy:*

### **This Is No Ordinary Discount Card**

With your **EarthCorp Eco-Rewards Card** you shop like you always do, from groceries to auto repair. When you shop at participating businesses, you **get a discount** on the spot!

The business then makes a tax deductible donation *equal to your discount*. **EarthCorp** uses the money for the **preservation** of endangered species, environmental **cleanup**, ecological **preservation**, and an ever increasing list of projects to **make our planet a better place** for today and the future.

**Receive to Give** (vertical text to the left of the body copy on this panel)

*Inside Spread – middle and right panel headline/subhead/body copy*

### **How You Can Make a Difference**

**Did You Know?** (vertical text to the right of the body copy on the inside center panel)

Every time we shop for groceries we take a leap of faith that our *food is safe*. We don't have a flow chart mapping the life our bag of green beans travelled from seed to table, and every step in between.

*Genetically modified seeds* sold by big-Agro to farmers to plant are clouded in secrecy. We can't know the exhaust from the tractor used to plow the land prevented one little bird from hatching. Or the steel

used to make the truck that transported the beans to your local supermarket snuffed out the life of a steel worker in Pennsylvania because he was diagnosed with lung cancer long before he could raise his kids and see them through to college.

### **How You Can Help**

Wouldn't it be great if you could save money every time you shopped, but knew you were making an educated and informed decision about where you shopped, and what you bought? Imagine being able to hold companies and producers accountable to be better stewards of our environment, and ***our well-being***.

*This is where **EarthCorp** comes in ...*

Businesses are rated based on their efforts and willingness to operate an environmentally-friendly business, and sell earth-friendly products and services. Producers are held to the ***highest levels of environmental stewardship*** by you. Products and services are traced back from the idea that spawned it through to the retailer where you shop.

### **Make an Informed Buying Choice**

You know that twinge of guilt we feel when we get a t-shirt on sale for \$5, only to learn later from screaming headlines the factory where it was made *enslaves* their workers, and *pollutes* the local water supply.

News stories sound the alarm when there's a *recall* of ground beef at our favorite supermarket. Or Change.org starts a campaign to force the cleanup of a *toxic waste* dump that resulted from manufacturing the shoes you wear.

**EarthCorp** is building the technology that'll allow us to advise our members in real-time how "***enviro-friendly***" each business is. A dynamic rating system shows tiers of greater or lesser efforts for each business and their environment and humanitarian goals. A total score will be given to each retailer and their ***enviro-score*** is constantly monitored and updated.

Now you can make a more informed buying decision and save money too! We are forming a network of businesses world-wide that are committed to ***improving their environmental responsibility***.

**EarthCorp** will support and educate retailers to improve their ***enviro-scores*** in all ways possible. The technology and organization allows **EarthCorp members** to determine which business they feel deserves their patronage.

### **A Simple Decision Before You Spend**

Now your daily living expenses make a positive impact toward bettering the world in which you live. ***And it won't cost you a dime***. You wake up every day feeling better and better about helping, ***while saving money at the same time!***

## **The Cost of Membership**

How much does **EarthCorp membership** cost? Zero! ***Your Eco-Rewards Card is always free.***

*Back Panel – headline/body copy:*

### **Who is EarthCorp?**

We're a non-profit, global preservation and restoration foundation. ***We partner with environmentally responsible business owners***, the United Nations Environment Programme (UNEP), the **World Conservation Congress**, and the **National Geographic Society**.

We work with scientists, environmental research groups, business owners, educators, celebrities, government officials, ***and you*** who strive to make this world a better, safer place to live and raise our children.

**Contact Us** (vertical text left of the body copy back panel)

### **Want to know more?**

Please visit us on the web at ***www.EarthCorpFoundation.com*** where you can learn about our projects, our events, and all our efforts to save our planet.