

FOR IMMEDIATE RELEASE:

Of The Earth
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Earth Day is April 22. Planning a successful eco-event just got easier.

Seed paper cards spread good will and generate interest.

Seattle, Washington 3/22/12

On Earth Day 2012 more than 1 billion people worldwide will take action to protect our planet and make a difference in their neighborhood. Earthday.org asks the question “What can you do for Earth Day?” and a small Seattle company has the answer. Earth Day is a global event where everyone can get involved to improve the world we all share. [Of The Earth](#) aims to help individuals and businesses create a buzz that drives people to participate with their seed papers.

[Seed paper](#) is unique paper that is formed by hand with live plant seeds embedded within the sheets. These print safe papers then carry messages of eco-responsibility which encourage the holder to dig a hole and complete the lifecycle of the message with their own hands. These messages have a greater impact by directly engaging the individual with a task that results in a bouquet of flowers, herbs or even trees. Businesses like ABC, Wal-Mart and Time, Inc. have used Of The Earth papers to promote their events. Earth Day is the right time to spread the seeds and promote neighborhood cleaning events, recycling workshops and tree planting parties.

Connecting with people on Facebook or Twitter is a cost effective and earth friendly approach but does not have the same impact as putting seed paper in people’s hands. Seed paper has a remarkable hook that grabs attention as people are less likely to throw away something living. With [seed paper invitations](#) people are inspired to participate. The target audience will be able to close the circle of life on environmentally responsible paper use and start a new circle with the plants that will bloom and clean the air as they filter carbon dioxide from the atmosphere. Planting the paper starts the cycle.

For seventeen years a small company in Seattle has been focused on doing their part to positively impact the world choosing ethics over profits and putting their tree-free seed paper invitations in the hands of their customer's friends and families worldwide. Co-owner Lori Graham said "I had to mail almost 100 invitations for my wedding and just couldn't bear the idea that the paper was going to waste". Using this motivation she and her husband created an invitation and (two months after their wedding) business where the hundreds of pieces that each customer mailed spread the message of making responsible choices that touched every generation of their families. Since that humble start; Lori and her husband/business partner Kevin estimate that millions of people have received their message of responsible stewardship. Since 1995 their handmade paper company Of The Earth has been a leader in innovation with an earth focused product line. You can find their seed papers at www.custompaper.com. People have more choices than ever today with invitations that are not only cost effective (especially important in this economy) by being do it yourself, but also close the circle with seed paper cards that sprout when planted. Of The Earth offers handmade seed paper invitations that you can print at home for less than \$2 each. See the many [invitation kit](#) choices here.

Earth Day 2012 is the right opportunity to follow in the footsteps of Paul Mitchell , Yahoo and The Home Depot by using seed paper to spread the message of growth and change in a sustainable way.

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