



EFFi Foods® Eco Friendly Foods Initiatives® Announces Partnership with 1% for the Planet

For immediate release

Los Angeles, CA (August 12, 2014) - EFFi Foods® (www.ffffoods.com) joined 1% for the Planet (1%), pledging to donate 1% of annual sales to support non-profit organizations focused on sustainability.

“Signing on to 1% for the Planet shows EFFi Foods® has a strong commitment to investing in sustainability efforts,” says Terry Kellogg, CEO. “They’re using business as a tool to engage and motivate their stakeholders while partnering with environmental organizations that complement their brand. We’re excited to welcome EFFi Foods® to our global network.”

“EFFi Foods® is dedicated to an inclusive green economy at the core of its brand. We welcomed the opportunity to work with 1% For The Planet, an organization that shares our values and gives our Planet a Voice. It connects businesses, NGO’s, and people that strive to minimize the negative impact on the environment. Through 1% FTP, we are excited to extend our reach and make a difference in the areas like climate change, wildlife, food and land.” - Carina Ayden, Founder / Executive Director.

Members of 1% for the Planet contribute one percent of annual sales directly to any of the approved non-profit environmental organizations in the network. Non-profits are approved based on referrals, track record and sustainability focus. Over 3,000 non-profits worldwide are currently approved.

“As we near our 10th anniversary we’re celebrating that our members have contributed nearly \$100 million of critically needed funds,” comments Kellogg. “The understanding that brands can succeed financially by investing in the environment is clearly apparent, and consumer demand is driving a lot of this success. The average annual revenue growth of the companies in the 1% for the Planet network from 2008 to 2011 was over 50%, even though the overall economy has been struggling. There’s a paradigm shift happening here and we’re thrilled that so many innovative businesses are sling-shooting the movement in to high gear.”

About 1% for the Planet

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, owner of Blue Ribbon Flies, 1% for the Planet is a platform of credibility and engagement for environmentally conscious brands that are truly committed to making a positive impact with their business. This growing global movement of over 1,200 member companies in 45 countries donate one percent of annual sales to environmental organizations worldwide. To learn more go to: www.onepercentfortheplanet.org.

About EFFi Foods® – Eco Friendly Foods Initiative®

EFFi Foods® is a company which produces organic, holistic food and nutraceuticals with its main focus on delivering nutritionally unprecedented snacking options with exceptional taste for people on-the-go. For more information please visit: www.ffffoods.com.

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