

# CLIMATE ACTION NOW ANNOUNCES TREE PLANTING PARTNERSHIP



*New App Will Team up with Eden  
Reforestation Projects*

---

NEWS PROVIDED BY  
**Climate Action Now**  
Dec, 1, 2020, 11:10 PT



---

WOODSIDE, CA, Dec. 1, 2020 -- When Climate Action Now app users take planet-saving actions on their phones and earn points, they will have trees planted on their behalf by Eden Reforestation Projects, a tree-planting organization with impeccable credentials and a higher purpose.

For Eden Reforestation Projects to plant and grow trees, approximately 25,000 people living in extreme poverty are hired as full and partial season employees. These people serve as forest restoration agents in eight project nations across the world. With the consistent income employees earn through working with Eden Reforestation Projects, local villagers can afford daily necessities for their families, build their own homes, and pay their way out of indentured slavery. “So, not only do these efforts help the climate, they also save lives,” stated Brett Walter, Founder and CEO of Climate Action Now. We couldn’t be more excited about the climate and life-saving nature of this partnership.”

“We are thrilled to team up with Climate Action Now. Their efforts will allow us to plant more trees and shine a light on our efforts to reduce poverty and restore healthy forests in parts of the world too often ignored,” said Steve Fitch, Founder and CEO.

Learn more about Eden Reforestation Projects [here](#).

Woodside, California-based Climate Action Now was founded by serial Silicon Valley entrepreneur Brett Walter in 2019. The company’s purpose is to put effective climate action, via the Climate Action Now app, at the fingertips of millions of consumers around the world. The app is simple and easy-to-use, and most actions can be taken in seconds or minutes. Brett realized the ubiquitous smartphone is the ideal vehicle to empower individual and collective action to fight climate change - helping people make their voices heard, by government and business, and by providing app users information leading to their own planet-friendly lifestyle changes. The Climate Action Now app will be released in March 2021. Visit [www.ClimateActionNow.com](http://www.ClimateActionNow.com) for more information.

**Brett Walter, Founder & CEO**  
Climate Action Now  
650-520-8614  
[bwalter@ClimateActionNow.com](mailto:bwalter@ClimateActionNow.com)