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BACK TO NATIVES CHOSEN BY GREEN BLISS CAFÉ AS 1% FOR THE PLANET PARTNER

Sustainable downtown Fullerton coffee shop will donate 1% of their revenue to support habitat restoration programs in Orange County.

FULLERTON, Calif., February 7, 2013 – Back to Natives Restoration, a 501 (c)(3) nonprofit public charity has been chosen by Green Bliss Café as their 1% for the Planet partner. Green Bliss will donate 1% of their annual sales to support habitat restoration and environmental education programs in Orange County. The Café is located at 305 N Harbor Blvd., Suite 103, Fullerton in the Villa del Sol building.

“Back to Natives is proud to partner with a local business that is aligned with so many of the things we stand for,” says Reginald Durant, Director of Restoration with Back to Natives. “Green Bliss sells organic coffee, locally grown food, and they compost all of their food scraps. Even their to-go products are sustainable! It’s everything we look for in a green business.”

Members of 1% for the Planet, like Green Bliss Café, 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 1500 non-profits are currently approved, including Back to Natives.

“Working in the restaurant industry, we believe it is possible to combine business and a commitment to sustainability,” explains Rita Ho, owner of Green Bliss Cafe. “We aim to be recognized as a smart company committed to giving back as much as possible. 1% for the Planet is one of the ways we can achieve this goal. We are proud to be part of this movement.”

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 1,300 member companies in 45 countries donate one percent of annual sales to environmental organizations worldwide. To learn more go to: www.onepercentfortheplanet.org.

About Green Bliss Café

Green Bliss Café's motto is, "living life to the fullest while protecting Mother Earth". The downtown Fullerton café provides a welcoming space where friends and neighbors can come find information on sustainability while sipping locally roasted organic coffee and munching on great food sourced from local vendors. All food scraps are composted. To-go products are made from 100% recyclable PET, recycled fibers, or renewable wood sources. Green Bliss Café is located at 305 N Harbor Blvd., Suite 103, Fullerton, CA in the Villa del Sol building. For more information, please visit www.green-bliss.com or call 714-773-0018.

About Back to Natives

Back to Natives Restoration, a 501(c)(3) nonprofit organization, is dedicated to the restoration and conservation of Orange County and California wild lands, through education and restoration programs featuring native plants as a centralizing theme. For more information, please visit www.backtonatives.org or call 949-509-4787.

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