

News Release

Trees That Feed

Foundation

**FOR IMMEDIATE RELEASE**

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**Coloring Books are Supporting Tree Growth Initiative in Third World Countries**

***Teaching future leaders the importance of supporting each other and their world***

**WHITEWATER,** October 28, 2018 – Trees That Feed Foundation (TTFF) started distributing coloring books to third world countries in 2017. The coloring book titled **Plant a Tree and Good Things Happen,** is 40 pages and showcases the many benefits of having fruit trees and the nutritional, environmental, and economical values that come along with the trees being planted. With success in the first wave of donating books, TTFF has decided to start selling books worldwide with the donation of a fruit tree on the consumers behalf.

Not only will children in the countries being supported receive these coloring books, the books will be available for sale across the world in partnership with Do Good Jamaica, Peace Corps Jamaica, The Issa Foundation and Treasure Beach. The books are available on the website of each partner and will allow the opportunity to donate to each cause while fully supporting TTFF and their initiative. With the purchase of each book comes the automatic donation of a fruit tree on behalf of the buyer. The donation is a new initiative taking place that will hopefully create an avalanche effect. The profits from each coloring book purchase will go towards TTFF and their many different programs dedicated to creating opportunities in underdeveloped countries.

Trees That Feed Foundation has created the coloring book in hopes of teaching and inspiring young children about the benefits of planting trees and the importance of helping others in need. As each child finishes a page they learn about the good things that happen for the air, rivers, soil, animals, and people. The book is aimed toward the demographic of children, but parents are strongly encouraged to immerse themselves in the learning process as well.

“With the original coloring books being a success after their distribution, we wanted to revamp the concept and involve those who wanted to help support our mission” said Mary McLaughlin (Founder TTFF) “Including new partners and starting the tree donation with every copy bought was an amazing addition to the original product.”

“It’s amazing to be learning alongside my son, when I told him that a tree was donated to help a child just like him, he was so happy!” said Tanya, a customer who bought the coloring book.

**About Tress That Feed Foundation**

Trees That Feed Foundation was created in 2008 by Mary McLaughlin, husband Mike, and brother Paul Virtue. The three had the drive to help the many people in need of nutrition and a better environment. With operations commencing in 2009, their location in Illinois serves as the operational headquarters for many third world countries in the Caribbean and Africa. TTFF has the mission of planting fruit-bearing trees to feed people, create jobs, and benefit the environment.

For more information visit [www.treesthatfeed.org](http://www.treesthatfeed.org).

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