



Climate Activist Celebrates Earth Day by Launching Subscription-Based Platform That Plants Trees on Users Behalf

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NEW YORK, April 15, 2020 /PRNewswire/ -- In honor of Earth Day (April 22), climate activist Ford Seeman is pleased to announce the official launch of [Forest Founders](#) – a simple, subscription-based platform where users can negate their carbon footprint by planting trees. As we continue to battle our current climate crisis, Forest Founders leverages their partnerships with [National Forest Foundation](#) and [Trees for the Future](#) to plant trees on behalf of each member who joins the movement.

To celebrate Earth Day, those who sign-up from April 20 through April 24, Forest Founders will plant five additional trees in their name, for the entire lifecycle of their membership, no matter which monthly program they opt into.

Typically, individuals can choose from two, monthly subscription plans – \$10 or \$20. Both options are immediately available. Each program and additional details are below:

- **The \$10 Program** – This option will plant 10 trees and reward the subscriber with 200 bonus points per month. Through this, a single individual's carbon footprint is negated.
- **The \$20 Program** – This option will plant 25 trees and reward the member with 400 bonus points per month. Specially, this program fits well for families as it can negate the average carbon footprint of a family of four.
- **The Bonus Points** – Members will accrue points each month, which can be spent to plant additional trees or to get exclusive Forest Founders merchandise.

The nonprofit's mission is to encourage individuals to be carbon accountable in addition to help negate, and potentially reverse, humanity's carbon footprint and global warming by planting trees. With each \$10 or \$20 monthly subscription, typically less than a streaming service fee, an individual can negate easily 100% of their average carbon footprint.

"With Forest Founders, it's my hope to make humanity as environmentally conscientious as possible by providing the tools for individuals and businesses to become carbon accountable," said Ford Seeman, president and founder of Forest Founders. "Climate change is the biggest issue facing the planet and humanity caused it. If we want to reverse global warming, scientists say we'll have to plant 1 trillion trees. We have the space and the inventory, but we need the people to rally behind our cause. We can only do this if we act together."

Forest Founders recognizes that the economy and the environment are often at odds. We need to see a change from the current status quo by creating a cohesive relationship between the economy and the environment. Forest Founders is currently developing other programs to provide a third-party solution for businesses to offer environmental incentives through tree planting to help bridge this gap. Additionally, a mobile-based application is in development.

"In a time where a large percentage of the world's population is under quarantine, we need to take inventory of our actions and change course," continued Ford. "We have an opportunity to develop and foster new habits while putting the environment first. Our health is a short-term problem, but the planet's overall wellbeing is long-term. We need to become accountable for our planet's future and Forest Founders is part of the process."

The nonprofit is committed to transitioning to a unique, gamification model to reward its members with points and honors for their contributions. It will offer exclusive merchandise to its members through its business partners. Forest Founders believes that taking back the environment is within our grasp, but it requires awareness, education and a collective effort.

About Forest Founders

Forest Founders is focused on providing simple solutions to help combat climate change. Founded in 2019 by Ford Seeman, the nonprofit is committed to help negate, and potentially reverse, humanity's carbon footprint and global warming by planting trees. Its mission is to create the tools to allow individuals and businesses to become carbon accountable through environmental gamification. For more information, please visit www.forestfounders.org.

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