



The Eco Laundry Company

Sustainability in Action: New York City's The Eco Laundry Company to Plant a Tree for Every Item Dry Cleaned on Earth Day

Dry Cleaner and Laundry Service Franchise in Chelsea Sets Sights on Planting Hundreds of Trees with Earth Day Donations

In support of Earth Day and the clean energy movement, The Eco Laundry Company has joined more than one billion people across the globe to pledge an act of green with the Earth Day Network. The energy-conscious laundry service franchise is set to plant a tree for every item dry cleaned on Earth Day, April 22, 2015.

This year marks the 45th anniversary of a day when people worldwide unite to focus on the environment.

"Our 'Plant a Tree' initiative could allow us to plant hundreds of new trees," said Philippe Christodoulou, founder and CEO of The Eco Laundry Company. "In partnership with WeForest, we're planting these trees to restore the planet's natural resources and bring about social justice: planting bio-diverse and indigenous forests in tropical countries cools our climate and provides jobs for women so they can send their children to school."

Since partnering with WeForest, The EcoLaundry Company has planted nearly 3,000 trees in Madagascar as part of its targeted project. As part of its corporate policy, The Eco Laundry Company partners with nonprofits that focus on sustainability to raise awareness for environmental issues affecting our global community. In addition to supporting WeForest, the company is aligned with 1% for the Planet, a global movement of companies that give back at least 1 percent of their annual net revenues to environmental organizations.

The Eco Laundry Company, based in the Chelsea neighborhood, is the first certified B Corporation in the laundry and franchise industry. Stores run on pure wind energy, and washing machines save hundreds of gallons of water. Only biodegradable soaps and detergents are used, to make it a completely nontoxic experience for consumers and the environment. First-time customers are provided complimentary laundry bags made from salvaged material and recycled fabric.

"This Earth Day initiative allows our customers to take a proactive stance and positively impact our global environment," said Jean Calleja, president of The Eco Laundry Company. "Many of our New York customers ask me how they can contribute to our corporate mission – helping us plant more trees is a real-world way for them to get involved."

Anyone looking to pledge an act of green for Earth Day can bring clothes to be dry cleaned anytime during business hours -- 7 a.m. to 7 p.m. - on Wednesday April 22, 2015 to The Eco Laundry Company, located at 249 W 18th St., New York, NY 10011.

To help the Earth Day Network reach two billion acts of green, visit Earthday.org/1akeaction.

For more information on this pioneering New York City-based eco laundry concept, check out EcoLaundryCompany.com. To learn more about the franchise opportunity, email franchise@ecolaundrycompany.com or call 646.838.8878.

###

Bob Spoerl
(708) 249-1090
bspoerl@opfiremedia.com