

## **FOR IMMEDIATE RELEASE**

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Live Dream Colorado Announces Membership with 1% for the Planet

**COLORADO SPRINGS, CO, DECEMBER 11, 2017** – Live Dream Colorado has joined 1% for the Planet, pledging to donate 1% of annual sales to support nonprofit organizations focused on the environment.

"Our member companies have donated more than \$175 million to our environmental nonprofit partners to date. Currently, only 3% of total philanthropy goes to the environment and, only 3% of that comes from businesses. The planet needs bigger support than this, and our growing network of member businesses is doing its valuable part to increase giving and support on the ground outcomes. Our members lead with purpose and commitment, characteristics that consumers support. We're excited to welcome Live Dream Colorado to our global network," says Kate Williams, CEO of 1% for the Planet.

"We joined 1% for the Planet to give back to our community. The outdoor environment makes for our incredible quality of life here in Colorado Springs. We don't take that for granted, and we want to do our part to preserve it," says Live Dream Colorado owner Lauren D Collier.

Members of 1% for the Planet contribute one percent of annual sales directly to any of the approved nonprofit environmental organizations in the network. Nonprofits are approved based on referrals, track record and environmental focus. Thousands of nonprofits worldwide are currently approved.

### **About 1% for the Planet**

1% for the Planet is a global organization that connects dollars and doers to accelerate smart environmental giving. We recognize that the current level of environmental giving - only 3% of total philanthropy - is not enough to solve the most pressing issues facing our planet.

Through our business and individual membership, 1% for the Planet inspires people to support environmental organizations through annual membership and everyday actions. We advise on giving strategies, we certify donations, and we amplify the impact of the network.

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, our members have given more than \$175 million to environmental nonprofits to date. Today, 1% for the Planet is a network of more than 1,200 member businesses, a new and expanding core with hundreds of individual members, and thousands of nonprofit partners in more than 60 countries. Look for our logo and visit [www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org) to learn more.

### **About New Company**

Live Dream Colorado is a Colorado Springs real estate brokerage firm dedicated to providing expert-level skills, zealous advocacy for clients, community philanthropy, uncompromising

ethics, and first class service. Realtors® Lauren D Collier and Rob Hoben believe that property ownership is a meaningful personal experience for every person, bringing freedom, responsibility, stability, and comfort.

We expertly assist clients in moving into a new phase in their life. We promise to provide the expert advice, best-in-class service, and honest communication people truly need when making a move. We walk clients through the real estate process to help them move from one home to the next with ease and peace of mind. Lauren and Rob share experience, market research, and negotiation skills that people need to achieve their real estate goals and dreams.