

###

FOR IMMEDIATE RELEASE: 3/15/2020

All April, Craft Notes asking you to enjoy some drinks; help us plant 1,000 Trees for Earth Day.

In celebration of Earth Day (April 22nd, 2020) and to promote local businesses going green, Craft Notes aims to plant 1,000 trees in April by asking people to go out and support a long list of breweries, distilleries, and restaurants that have made 'sustainability' a core part of their mission. Want to help them plant a tree? All you have to do is enjoy a drink, let them know (#craftnotesplantstrees), and Craft Notes will plant a tree in your name.

How it works:

- 1) Consumer visits any of the Breweries, Distilleries, or Restaurants in the "Leaders of Sustainability" Passport any time March 22 - April 30.
- 2) Consumer shares visit via photo or DM to Craft Notes using #craftnotesplantstrees
- 3) Craft Notes will plant a tree on their behalf

The best part of this program is that it is absolutely free to participate (no passport purchase necessary). They have made a free promotion code (*'plantstrees'*) available to everyone (use in Craft Notes mobile app found in the app stores).

#craftnotesplantstrees Promotion pays tribute to Minnesotan businesses that are leaders in the nation, helping bring new technology to fruition and designing systems and processes that will have a huge impact on the planet. We feel it's important to highlight their contributions and broadcast the support they get for their efforts as a way to influence others to follow their lead; true impact comes from scale, and our goal is to see all Minnesota businesses care about the environment and implement these practices.

In December 2019, Craft Notes released their 1st "Special Edition" Craft Drinks Passport designed to build recognition for dedicated companies that make "sustainability" a part of their core mission statement and are actually doing something about it. In this highly curated, custom, locally-designed passport, consumers get a complimentary drink from industry leaders like Tattersall Distilling, Bang Brewing, Finnegans, Peace Coffee, Bent Paddle, and many more.

The Craft Notes Passports originated in the Twin Cities in 2015. They are limited edition, interactive forays into local art, culture, and drinks, featuring custom, 2-color screenprint done by Twin Cities artist collective GLDN. They are made to be a curated, guidebook to the Twin Cities encouraging people to learn about and explore the best local businesses. Through their mobile app, people also get invited to special tastings and events as well as 2-for-1 drinks from 100 of the most influential and highest-quality contributors to local culture..

Online: <https://CraftNotes.net/drink-passport/craftnotesplantstrees>

For interviews or additional information

Matthew Dowgwillo

matt@livelocally.com / 612-803-1022

###

