

PLANTED PLANET PRODUCTIONS, LLC  
with LIFE BOX COMPANY, LLC

P.O. Box 11507  
Olympia, WA 98508  
Skype (360) 347-1370  
[info@planted-planet.com](mailto:info@planted-planet.com) or  
[info@lifeboxcompany.com](mailto:info@lifeboxcompany.com)

## Press Release

Contacts: Katie Birkhauser, David Censi, Barry Censi, Paul Stamets

FOR IMMEDIATE RELEASE  
January 21, 2010

### PAUL STAMETS ANNOUNCES **THE LIFE BOX™** SOLUTION TO CLIMATE CHANGE ONE CARDBOARD BOX AT A TIME

KAMILCHE POINT, WASHINGTON

Paul Stamets, founder of Fungi Perfecti ([www.fungi.com](http://www.fungi.com)) and author of *Mycelium Running: How Mushrooms Can Help Save the World* (Ten Speed Press), announces the Life Box.™ He formed the Life Box Company, LLC for consumers ([www.lifeboxcompany.com](http://www.lifeboxcompany.com)), and teamed with David and Barry Censi to create Planted Planet Productions LLC ([www.planted-planet.com](http://www.planted-planet.com)), a wholesale business for companies. Their combined expertise could help save the planet.

The Life Box™ re-invents the cardboard box. Within the corrugations of the Life Box™ are hundreds of tree seeds and thousands of friendly spores of mycorrhizal fungi. Once a customer receives whatever is shipped inside, the box is torn up, planted, and tree seedlings emerge.

"This is a 'shovel ready' solution to climate change," says Paul. "The beauty of the Life Box™ is its universality of use, that it adds virtually negligible weight to the box, and it empowers individuals to help offset climate change by planting trees that are literally at their finger tips."

The Life Box™ can be made to virtually any dimension of a regular box. It does not increase the cost of shipping, and the tree mix has been approved by the Departments of Agriculture for planting in every state in the continental United States (not Hawaii), and Canada.

"People are concerned about the health of this planet, but many ask 'What can we do?' The Life Box™ is a simple, clever solution. The Life Box™ empowers people with a solution that comes via UPS, FedEx, the U.S. Postal Service or other carriers. No need to travel, nor to find seeds. The Life Box™ lands at your doorstep. You can choose to help the planet by planting the Life Box™ or not. The choice and effort both become simple," offers Paul.

Here is the math: a 1-2% share of the cardboard box market in the United States could cover up to 25,000 acres of land per week with cardboard. After Year 2, the baby trees are planted about 30 feet apart. Of the hundreds of tree seeds in each box, if only one survives for 30 years, approximately one ton of carbon is sequestered. Therefore, the potential for coverage with trees coming from Life Boxes expands from 25,000 acres to 25,000,000 acres per week. No matter how you do the math, the implications are massively positive. Individuals and the companies who deliver to them can play their part in reversing deforestation.

“The Life Box™ is a form of social as well as ecological currency,” says Paul. “All the space you need for the first two years is that of two laptops. After the baby trees emerge, you need to plant them. So, you have two years to talk to family and friends about where some land is to plant trees—if you don’t have your own.”

The Life Box™ is manufactured in the United States using recycled cardboard and soy-based inks.

Once the trees are planted in the ground, you can go to [www.lifeboxcompany.com](http://www.lifeboxcompany.com) and enter your GPS coordinates. As satellite imaging improves, you and future generations will be able to see the emerging trees and track carbon credits or offsets.

Growing trees provides shade, holds moisture in the soil, and preserves aquifers.

“No matter what causes climate change, no one would object to planting trees,” Paul continued. “For this to work, we need companies that provide consumers with goods to join in the effort to get Life Box™ solutions-to-climate-change into the hands of people as soon as possible.”

Of the ten species of trees each Life Box™ hosts—including birches, alders, pines, hemlocks, cedars and others—approximately 25% will survive in 90% of the continental United States.

The Life Box™ idea will be elaborated into a suite of products carrying seeds of garden vegetables, native grasses, and could be customized according to zip code destinations.

As Paul’s 5-year-old grandson Trevon stated when starting his Life Box and learned *his* grandchildren might walk through a Life Box™ forest someday: “Cool!”

Kids get it.

Any company in America that ships anything in a cardboard box can help re-green the planet.

*For more information about the Life Box, please email Katie Birkhauser ([info@lifeboxcompany.com](mailto:info@lifeboxcompany.com)), David Censi ([david.c@planted-planet.com](mailto:david.c@planted-planet.com)) or Barry Censi ([barry.c@planted-planet.com](mailto:barry.c@planted-planet.com)), specialists in custom manufacturing.*