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## Philanthropy Forest Inc.'s Matthew Hall Announces a Call to Action to Fund the Planting of 1 Million Trees in 5 Years in National Forests

St. Charles, IL As part of Philanthropy Forest Inc.'s climate change endeavor, Philanthropy Forest Inc. calls on the Pharmaceutical Industry for funding to plant 1 million trees in 5 years in National Forests.

Millions have been spent on the "Go Boldly" campaign and [Philanthropy Forest Inc.](#) is asking this industry to "Give Boldly" too.

Our planting partners at National Forests Foundation state climate change is creating new stressors for forests by changing environmental conditions like temperature and precipitation. Forests in the U.S. offset between 10-20% of emissions annually. Reforestation efforts help sustain the increase in carbon sequestration potential of our National Forests, mitigating the effects of climate change.

Matthew Hall, 16, felt compelled to act after noticing consequences of climate change in his short lifetime. Hall expresses, "I believe businesses want to combat climate change. It is my goal to incentivize membership and make it easy. Together the health care providers (HCPs) and the pharmaceutical industry can make the future cleaner and healthier. The pharmaceutical industry are innovators with new data that HCPs need for patient care. A healthy lifestyle is impossible if the Earth is unhealthy. Philanthropy Forest Inc. entwines the industry and HCPs together in a symbiotic way for change. It's as easy as 1, 2, 3."

**Step 1. JOIN-** Pharmaceutical Companies purchase annual corporate memberships, cost based on company size. 80% of membership donation goes to fund plantings in the National Forests.

**Step 2. HCP ENGAGEMENT & GRATITUDE DONATION/CERTIFICATE-** HCPs that attend industry events receive gratitude donation for an additional fee (<\$10 pp eliminating Sunshine Act mandate). Electronic certificates sent by representative to HCPs (example on website). HCPs engage and gratitude donations given.

**Step 3. GROW-** Replace meeting swag and rewards with tree planting donations. Reports will be sent to ESG rating agencies (Sustainalytics/MCSI) for hopeful future incorporation of carbon offset efforts into rating methodologies.

**About Philanthropy Forest Inc.**

A newly launched nonprofit organization calling on Pharmaceutical Industry to extend their charitable efforts to include Philanthropy Forest Inc. to combat climate change by funding tree plantings in National Forests and gain more HCP access and greener company status! Sign Up: <https://philanthropyforest.com/join-now/>