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FOR IMMEDIATE RELEASE – TORONTO/MACAU/LONDON

TPS Receives International Award for Launch of World Clean Air Forest Initiative™ Clean Air Tree Kit™

The International Advertising Gift Council (IGC Partners) awarded The Promotional Specialists (TPS) with the designation of “Best Eco-Friendly Product” for the launch of the World Clean Air Forest Initiative (WCAFI) Clean Air Tree Kit based on submissions from over 30 countries from across the globe at the recent IGC Partners Annual General Assembly in Macau.

World Clean Air Forest Initiative (WCAFI) Clean Air Tree Kits contain everything a recipient needs to grow their tree and are 100% compostable and biodegradable, feature the Plant for the Planet logo endorsement. With each tree kit purchased, WCAFI also plants another tree elsewhere around the world. WCAFI Clean Air Tree Kits are made in Canada by Founding Patron Jiffy, a global manufacturer of quality forestry, horticultural, and home gardening products and are fully customizable for corporate or brand initiatives. Each kit also contains a unique PIN for recipients to register the planting of their tree, view the locations and “Clean Air Effect” of the trees planted to date using on-line mapping.

Aaron Moscoe, TPS CEO explains, “TPS leverages the WCAFI Clean Air Tree Kit program to engage consumers in our clients’ corporate social responsibility initiatives and branding in a meaningful way. It’s an amazing product that puts **one ton of Clean Air** in the palm of your hands. It is designed to help fight climate changes, reduce pollution, counter-act deforestation, and helps unite humanity to look after our beautiful planet”. Moscoe continues “We are honoured to be recipients of this award and fortunate to have partnerships with WCAFI, founding patron Jiffy and a host of other partners dedicated to WCAFI and the development of this product”.

The World Clean Air Forest Initiative is a U.K.-based non-profit organization whose mission is to [Clean the Air](#), to help fight climate changes, desertification and pollution through the planting of trees and funding of educational programs. WCAFI operates in support of and features the endorsement of the United Nations Environmental Program’s **Plant for the Planet** Billion Tree campaign. Managing Director Andrew Potheary relayed that “WCAFI was formed to raise awareness of the importance of Cleaning the Air and to provide a vehicle for those wanting to affect change and to plant trees to create a lasting positive impact on our atmosphere and the air we breathe”.

The International Advertising Gift Council (IGC Partners) is a world-wide consortium of companies, founded in 1956, dedicated to bringing new standards of creativity, quality and efficiencies to the corporate and promotional gift industry. IGC Partners carefully selects its members in order to ensure that each represents the most dynamic and successful promotional business in its country.

The Promotional Specialists (TPS) is a leading Promotional Marketing company with a focus on eco-friendly premiums and incentive programs. TPS assists progressive brand oriented companies accomplish their strategic Marketing, Sales and Human Resource oriented objectives.

For more information Contact:

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