



EcoForests Signs Agreements with Mediapost and BUY-VIP to Reforest Land

Mediapost and BUY-VIP commit to reforestation efforts spearheaded by EcoForests in Argentina

Toronto, ON ([PRWEB](#)) April 1, 2011 -- Mediapost and EcoForests signed off on a collaborative agreement outlining Mediapost's commitment to a reforestation project in Corrientes, Argentina. EcoForests will build the plantation on behalf of Mediapost and it will be named The Mediapost Forest.

“We are eager to increase our social return on investment (SROI),” says Ignacio Pi, General Manager of Mediapost. “EcoForests’ business model intrigued us since it gives our company the opportunity to invest and be profitable, but in a way that benefits the environment and reduces our carbon footprint.”

Despite the fact that the world's forests are home to 80 percent of terrestrial biodiversity, contribute to the livelihoods of 1.5 billion people, and play a critical role in the stabilization of global climate change, every year approximately 50,000 square miles of forest are destroyed.

“Mediapost represents the first of what we hope will be many companies to realize, accept and take action towards clearing their carbon footprints,” says Eduardo Palacio, Commercial Director – Spanish Division of Ecoforests. “We are thrilled to develop the Mediapost Forest and we welcome corporations around the globe to follow suit and make a move to protect our native forests in 2011, the International Year of Forests.”

BUY-VIP, an online shopping community based in Europe, signed a commitment to invest 5 percent of their annual sales revenues in EcoForests plantations. Similar to Mediapost, BUY-VIP sees the commitment as a way to offset the emissions it produces, to support sustainable forestry practices, and to do its part in the preservation of our environment.

“We're happy to have the opportunity to collaborate with EcoForests in this particular endeavor,” says Ana Gonzalez, Marketing Director of Are you Sapiens, a BUY-VIP Partner. “EcoForests has provided us with a intelligent and profitable method to exercise the socially responsible role that we have as a corporation.”

There 5 percent contribution will allow EcoForests to further develop its Argentinean plantations. Among the most profitable and environmentally impactful are its Teak and Eucalyptus plantations which produce tropical timber that grows quickly and offers the highest rates of return.

“The agreement we signed with BUY-VIP partner represents just one of many arrangements we can establish with interested corporations,” explains Michael Ackerman, COO of Ecoforests. “We are happy to custom tailor an investment solution to suit the specific needs of any investor so that together, as a team and as a global community, we can profit from an investment vehicle that works to preserve our environment and meet the ever-increasing human demand for tropical timber.”

About Mediapost

Established in 1996, Mediapost is a mass media company based in Spain. With a mission to provide the media, marketing and advertising professionals with publishing and content services, Mediapost is known for its timely delivery of global news coverage and engaging events. With over 100,000 members online, Mediapost also



offers blogs and directories to help professionals plan and purchase online advertising.

About BUY-VIP

BUY-VIP is an Amazon EU company, offering online shopping and membership services with offices in Spain, Italy, Germany, Austria, Poland, The Netherlands and Portugal. With over 6 million members to date, the online conglomerate offers fashion and lifestyle products at discounted rates – sometimes as high as 70 percent off. The business model is based on volume purchases with strategic high-end fashion partners including Gucci, Calvin Klein, Diesel, Timberland and Desigual. The discounts associated with these large purchases are then passed onto the site's valued members.

About EcoForests

Established in 2003, EcoForests is a forestry management investment company focusing on reforestation projects. With plantations throughout Argentina, Spain and Costa Rica, EcoForests specializes in the growth and maintenance of tropical timber both hardwood and softwood. EcoForests collaborates with institutional and individual investors in its establishment of sustainable forest plantations which address financial accountability, social responsibility, and environmental commitment.

For more information about this press release, please contact:

EcoForests Canada

4950 Yonge St. Suite 2200
Toronto, On, M2N-6K1
+ 1-416-762-2803
info(at)ecoforests(dot)ca

Ecobosques
C/Moratin 15, Entlo ofic. 6-7
Alicante, Spain, EU
+ 34-902-367-313
info(at)ecobosques(dot)com

###



Contact Information

Ecobosques

Ecoforests Canada

<http://www.ecoforests.ca>

+1-416-762-2803

Online Web 2.0 Version

You can read the online version of this press release [here](#).