



FOR IMMEDIATE RELEASE

**Earth Day Apology to Future Generations
New Prince Ea video offers climate change solution**

SAN FRANCISCO, CA – April 22, 2015 – This Earth Day, activist and spoken word artist Prince Ea launched his newest online video entitled “Dear Future Generations: Sorry” to motivate young citizens to take immediate action to stop climate change by protecting threatened forests through the Stand for Trees campaign.

Last month, Prince Ea traveled to Kenya and the Democratic Republic of the Congo (DRC) to witness firsthand the horrors of tropical deforestation. He also visited pioneering forest conservation projects developed by Wildlife Works that demonstrate a successful new way to stop deforestation by rewarding forest communities who conserve their forests.

The Wildlife Works projects that Prince Ea visited represent two of twelve forest conservation projects participating in the new Stand for Trees campaign, an online initiative created by environmental NGO Code REDD that enables the general public to take direct action to combat climate change through crowd-funding the protection of threatened forests.

“Climate change is an emergency situation of the highest degree and all of us share the responsibility to do something about it,” said Prince Ea.

Climate scientists have warned that global greenhouse gas emissions must be reduced by 17 billion tonnes annually by 2020 to avoid increasing disastrous effects of climate change. The destruction of forests currently contributes more than 7 billion tonnes of emissions.

“I made this video to inform my generation that there is something we can do right now to take back our future; that is to take a Stand for Trees,” said Prince Ea

Local chiefs and thousands of community members enthusiastically welcomed Prince Ea to the Congo Basin Forest, which made national news in the DRC.

“The Stand for Trees campaign was designed to put the power to save forests in the hands of the people to whom the future matters most: young people,” explained Mike Korchinsky, founder of Code REDD and founder and president of Wildlife Works.

Prince Ea’s “Dear Future Generations: Sorry” debuted on April 20 via social media and garnered over 2 million views on Facebook in its first few hours. To learn more and to see Prince Ea’s latest release, please visit StandforTrees.org.

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About Prince Ea

Activist, spoken word artist and viral sensation with millions of fans, Prince Ea's thought-provoking pieces deliver important social messages with wit, passion, and hard-hitting punch lines to inspire positive change.

In late 2009, Prince Ea, upset at the present state of the music industry, decided to form a movement named "Make 'SMART' Cool," where SMART is short for Sophisticating Minds And Revolutionizing Thought. The movement attempts to promote intelligence to everyone, everywhere and integrate it with hip-hop without discrimination or preference.

Along with Prince Ea's internet success, he has also been featured in both national and local publications including Huffington Post, CBS, FOX, Yahoo Music, VIBE Magazine and DISCOVER Magazine. His spoken word pieces have been featured nationwide in various publications and talk shows including the Queen Latifah Show and the Blaze with Glenn Beck. His alias, Prince Ea, is derived from Sumerian mythology, "The Prince of the Earth."

About Wildlife Works

Wildlife Works is a unique private sector forest conservation company founded in 2009 aiming to make a massive contribution to reducing global emissions while protecting some of the most important and highly threatened tropical forests in the world.

Wildlife Works is currently engaged in several developing country forest communities, managing their transition away from forest destruction and towards sustainable economic development. Wildlife Works is a private company using the innovative market mechanism REDD+ to finance activities and to provide the financial incentives for those communities and governments to protect their forests.

REDD+ places a value on the natural capital of standing forests as the key element in mitigating climate change and sells that value to willing corporate leaders and individuals who are committed to reducing the carbon footprint of their organizations. In addition to reducing emissions from avoiding deforestation, Wildlife Works REDD+ projects deliver unprecedented environmental and social benefits to seriously impoverished parts of Africa that are in desperate need of change.

About Stand for Trees

Stand for Trees is a first of its kind consumer campaign that uses the power of social media and crowd-funding to enable everyone to take real and effective action to reduce deforestation and curb climate change. Through an innovative mobile web solution, individuals can now purchase 'Stand For Trees Certificates' – high quality, REDD+ verified carbon credits – to help communities protect endangered forests and wildlife by supporting sustainable livelihoods. The campaign was founded by Code REDD.

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