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New York Mountain Tours LLC Announces Partnership with 1% for the Planet

Irvington, NY, April 14, 2010-- New York Mountain Tours LLC joined 1% for the Planet (1%), pledging a portion of its sales to support non-profit organizations focused on sustainability.

“New York Mountain Tours is a great addition to the network. By signing on to 1%, it shows they’re really walking the walk in their sustainability effort,” says Terry Kellogg, 1% CEO. “They’re using generosity as a tool with which to build their business and enabling valuable environmental work along the way. We’re excited to welcome them to the 1% family.”

“We are proud to be a new member of the 1% community. We look forward to supporting environmental groups like Protect our Winters, whose mission is to unite and mobilize the winter sports community to have a direct and positive impact on climate change,” says New York Mountain Tours founder Jason LaFond. “Protect our Winters was founded on the idea that if we harness our collective energy and put forth a focused effort, the winter sports community can have a direct influence on reversing the damage that’s been done and ensure that winters are here for generations behind us.”

Members of 1% contribute one percent of revenues directly to any of the approved non-profit environmental organizations in the 1% network. Non-profits are chosen based on referrals, track record and environmental focus. Over 1,600 non-profits worldwide are included in the 1% program.

“We’ve been averaging at least one new business member a day, and have exceeded over 1,200 members in 38 countries, and a network that has funneled over \$50 million of critically needed funds into the hands of environmental non-profit groups to date,” comments Kellogg. “We are thrilled by the support we have gained as it proves the environmental ethic is trickling upward to larger corporate entities. The shared belief that you can do well as a business by doing the right thing with respect to the environment is clearly apparent. There’s a paradigm shift happening here and it’s happening organically.”

About 1% for the Planet

Started in 2002 by Yvon Chouinard, founder and CEO of Patagonia, and Craig Mathews, owner of Blue Ribbon Flies, 1% for the Planet is a growing movement of over 1,200 member companies in 38 countries that donate 1% of their sales to environmental organizations worldwide. Each day, more than one new business joins the 1% of the Planet movement. As a network, the 1% community has become a global frontrunner in funding the work of environmental groups around the world. To learn more about 1% go to: www.onepercentfortheplanet.org

About New York Mountain Tours LLC

New York Mountain Tours is a Westchester County, NY based adventure tour company specializing in outdoor event planning featuring zipline, ski and snowboard tours. To learn more about New York Mountain Tours go to: www.nymtntours.com