



## **Global Green USA Launches Public #2020VISIONFOREARTH Campaign To Replant Forests And Rebuild Global Habitats Over The Next Year**

*First Campaign Targets Post-Fire Restoration of Australian Wildlife Habitats in Partnership with Ignite International Brands, Ltd. and its Founder and CEO, Dan Bilzerian; Ongoing 2020 Programs Focus on Kangaroo Island and the Amazon Via Public Donations and Corporate Partnerships*

SANTA MONICA, Calif. – January 29th 2020 - [Global Green USA](#), a leading and proven non-profit dedicated to advancing smart solutions to climate change, today announces a #2020VisionForEarth campaign that will unite the public and private sector in a joint coalition to replant critical areas around the world with native vegetation, rebuild wildlife habitats and create a conservation and preservation alliance that draws attention to essential ecological needs. Via the support of notable influencers, private donations, corporate partnerships and a \$1 per tree public ask, the campaign aims to replant 100 million trees in the next year, providing cleaner air and living environments for wildlife around the world.

The first initiative - #EyesonAustralia – launches today and is directly focused on replanting Australia’s devastated Kangaroo Island, where over half of the koala and kangaroo habitats have been destroyed by the recent brush fires. Without essential vegetation, wildlife is at risk due to exposure, hunger and lack of water.

Via an online donation (<https://givebutter.com/eyesonaustralia>) supporters are able to donate \$1 per tree or plant they wish to restore. Led by Ignite International Brands, Ltd. (“[Ignite](#)”) and its CEO and Founder Dan Bilzerian, the initiative kicked off early this past weekend when a percentage of all sales via [Ignitecbd.co](#) were donated to the campaign. On January 30, 2020, Ignite and Bilzerian - an avid animal advocate - will use their collective social media platforms and supporting influencers to promote the \$1 per tree campaign. The partnership between Ignite and Global Green USA is ongoing, with additional upcoming efforts supporting wildlife habitat preservation.

“It was important to do our part to support Australia,” said Bilzerian. “We care about the animals and those affected by the brush fires. It was time to give back.”

Every dollar donated to the campaign will make an impact. Additional campaign partner [Azuna](#), a non-toxic air solution that utilizes Australian tea tree oil to clear air, stepped in to cover donation processing fees, and has committed plant a tree for every transaction via their website through the end of the year.

“We are grateful for the passion and leadership of companies such as Ignite International and Azuna in restoring these worldwide habitats,” said Global Green USA CEO William Bridge. “Their powerful voice and the support of socially compassionate individuals such as Mr. Bilizerian is critical to our ability to make a positive impact.”

The \$1 per tree campaign kicks off tomorrow and will continue until goals are reached, with an additional #EyesontheAmazon campaign slated to launch in late Spring 2020.

For more information on how individuals or companies can become involved in the #2020VisionForEarth campaign, please contact: Vered Nisim at [VNisim@GlobalGreen.org](mailto:VNisim@GlobalGreen.org).

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ABOUT GLOBAL GREEN



Global Green USA is the American affiliate of Green Cross International which spans over 32 countries and was founded by President Gorbachev over two decades ago. Global Green's mission is to foster a global value shift towards a sustainable and secure future, and it has been a national leader in advancing smart solutions to climate change that improve lives and protects our planet. [www.GlobalGreen.org](http://www.GlobalGreen.org) or please join us at: Twitter: @GlobalGreen Instagram: Instagram.com/globalgreen

#### ABOUT IGNITE INTERNATIONAL BRANDS, LTD.

IGNITE is a CSE-listed and OTCQX traded company operating in permissible CBD and cannabis sectors in addition to other product categories. IGNITE intends to expand its business, which currently includes branding, marketing, licensing, sales and distribution, across the United States, Canada, the United Kingdom and Mexico by leveraging multiple product platforms. The Company intends to affect this expansion through brand leverage, product development, targeted marketing and strategic supply chain partnerships in each of its active and target jurisdictions.



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