

The Gift
of a Tree



FOR IMMEDIATE RELEASE

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Holiday Gift Giving . . . It's as easy as 1, 2, TREE!

Fort Collins, Colorado—Would you like to give a \$50,000+ gift that costs only \$8.95?

Have a holiday tree planted in honor of a special person in your life through our “Gift of a Tree” program, available only through Your True Nature, Inc.

The true value of a tree is exponential. Factor in the energy and oxygen producing capabilities, sun protection, shelter, food, sheer inspiration...and the value is off the charts! And this gift continues to give, grow and inspire over a human lifetime.

The purchase price (\$8.95) pays for the planting of an 18-24” tree in honor of the person or occasion of choice. Each purchase includes a postcard the buyer returns to Your True Nature, Inc. to initiate the tree planting. We also send a beautiful handcrafted card to share the gift with the intended recipient. A tree will be planted in a protected watershed area in El Salvador (native choices include Mahogany, Cedar and Leucaena), and cared for by the locally operated chapter of the non-profit organization Trees, Water and People.

The true joy comes out of checking the progress of the tree planting and growth via the Internet, and knowing you helped revive an eco-challenged area of the world. Please visit our Website to see how you can give the gift of life. www.YourTrueNature.com.

The Gift of A Tree

Ilan Shamir was given the gift of a tree as a young child, and they grew up together. It was more than a tree; it was a lasting celebration of the special connection with the gift-giver combined with the joy of caring for another living thing. This initial gift has inspired Ilan to plant over 50,000 trees to date, and write unique books, journals and cards to share the joy of giving and receiving with others worldwide.

As an author, speaker, and keynote performer, Ilan has shared how a basic element of nature can show us a simpler way to live life. Ilan and partner Kris have worked to build the strong philosophy behind Your True Nature, Inc.-- To inspire and empower people to be their best and live in harmony with nature.

Check out our various product lines available on our website www.YourTrueNature.com. We also carry “The Gift of a Tree” for Birthdays, New Baby, Graduation, Memorials, and many other occasions. Additional products include “Advice from a Tree” books, bookmarks, journals, posters, and gift items, and “A Thousand Things Went Right Today” product line.

**For more information contact Ilan Shamir at Grow@YourTrueNature.com
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Boiler Plate: Your True Nature was founded in 1980 by Ilan Shamir (aka Scott Alyn.) His extensive product line is sold worldwide, and supports his philosophy about trees mirroring the simple necessities of life. Your True Nature Participates in the 100% Replanted Program by planting new trees for ALL paper used.