

## **NEWS**

FOR IMMEDIATE RELEASE

### **In Honor of Earth Day, Rainforest Trust Launches a New Fund** Rainforest Climate Action Fund will support critical projects fighting forest loss

**WARRENTON, Va., April 19, 2021**—Since 1988, Rainforest Trust has been protecting imperiled tropical habitats and saving endangered species by establishing protected areas in partnership with local organizations and communities around the globe. With its partners, Rainforest Trust has safeguarded more than 34 million acres of vital habitat.

This April 22<sup>nd</sup> marks the 51<sup>st</sup> anniversary of Earth Day and Rainforest Trust has created a special fund, [Rainforest Climate Action Fund](#), to support critical projects fighting forest loss. This Earth Day, contributions will be matched 1:1 up to \$1 million. As the urgency to improve the environmental health of the planet escalates, Rainforest Trust is doing all it can and has committed to 30 by 30, a global initiative to conserve and protect 30 percent of the planet by 2030.

“Last year, nearly one acre of forest was lost every second, that equates to an area the size of Pennsylvania that is simply gone, up in smoke. The biodiversity is lost and the carbon once stored is now contributing to climate change,” said James Lewis, Rainforest Trust vice president of conservation. “Creating and maintaining protected areas is the simplest most cost-effective solution to reduce climate change, Rainforest Trust has been doing just that for nearly 34 years.”

The fund opened with a gift of \$1 million from an anonymous donor. DocuSign, Inc. also gave an opening gift.

To learn more about the Rainforest Trust, visit [www.rainforesttrust.org](http://www.rainforesttrust.org).

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#### **About Rainforest Trust**

Since 1988, Rainforest Trust has been safeguarding imperiled tropical habitats and saving endangered species by establishing protected areas in partnership with local organizations and communities. With its partners, Rainforest Trust has safeguarded more than 34 million acres of vital habitat across Latin America, Africa, Asia and the Pacific. Rainforest Trust is a nonprofit organization that relies upon the generous support of the public to successfully implement its important conservation action. The organization is proud of earning a 4-star rating from Charity Navigator. Learn more about the work of Rainforest Trust by visiting [www.RainforestTrust.org](http://www.RainforestTrust.org), [Twitter](#), [Instagram](#), [TikTok](#) or [Facebook](#).