

**Bestselling Author David Bach to partner with Waterkeeper Alliance and Gaiam, Inc. in charitable initiative to benefit environment — Goal of April online campaign is to raise \$100,000 to protect waterways and plant 1,000 trees to fight climate change**

**Promotion offers consumers thousands of dollars worth of gifts and chance to win 3-day “Bikini Boot Camp” stay for two at the exclusive Amansala Eco-Chic Resort in Tulum, Mexico — Visit [www.greengreen.com](http://www.greengreen.com) for all promotion details**

**April 2, 2008 (New York, NY)** —David Bach, a national bestselling author and Chairman of FinishRich Media, announced today a charitable online promotional campaign to benefit the environment in partnership with Waterkeeper Alliance, a grassroots advocacy organization that champions clean water worldwide, and Gaiam, Inc., a lifestyle company and leading provider of information, goods, and services to individuals and businesses interested in natural health, ecological lifestyles, personal growth, and sustainable commerce.

The goal of the email campaign, which will reach more than 2 million people, is to raise \$100,000 for Waterkeeper Alliance’s mission of protecting water sources and to plant 1,000 trees to help combat climate change.

Bach will donate one dollar to Waterkeeper Alliance for each copy of his new book *Go Green, Live Rich: 50 Simple Ways to Save the Earth (and Get Rich Trying)* purchased through his Web site at [www.greengreen.com](http://www.greengreen.com) from April 1 through 11. Gaiam ([www.Gaiam.com](http://www.Gaiam.com)) will plant one tree for each of the first 1,000 books purchased through this initiative, via a donation to the “Go Zero<sup>SM</sup>” program, which gives consumers a simple yet significant way to help protect the environment by offsetting carbon dioxide emissions to help slow global warming.

Consumers who participate in the promotion will be eligible to win a grand prize of a three-day “Bikini Boot Camp” getaway for two people at the exclusive Amansala Eco-chic Resort located in Tulum, Mexico ([www.amansala.com](http://www.amansala.com)). Amansala’s gift prize includes all meals, yoga and exercise classes, a massage, entertainment, tax and service. Round trip airfare, ground transportation, alcohol, and gratuity are not included.

Consumers will also receive bonus gifts from FinishRich Media worth up to \$2,000, including audio, ebook, and video downloads from bestselling authors Keith Ferrazzi, Barbara Stanny, Barbara DeAngelis, Mark Victor Hansen, Alex Mandoussian, Bob Burg, Dean Graziosi, Joe Polish, and Marcia Wieder, as well as free tickets to New York City’s upcoming Go Green Expo (April 26 & 27) and Chicago’s Green Festival (May 17 & 18), a trial subscription to *Plenty Magazine*, and a “family assortment” gift basket from SIGG containing 5 different bottles, a cleaning brush, and cleaning tablets.

This charitable initiative follows an earlier donation of \$50,000 by Bach to Waterkeeper Alliance, which he presented on behalf of FinishRich Media and Wells Fargo Bank at the California Governor and First Lady Women’s Conference held in Long Beach, California on October 23, 2007.

*Go Green, Live Rich* will be published by Broadway Books, a division of Random House, Inc., on April 8, 2008, with a first printing of 200,000 copies. The book, which offers simple, money-saving tips about how to live a more environmentally-friendly

lifestyle, is being printed on recycled paper containing a minimum of 30 percent post-consumer waste fiber and 50 percent total recycled fiber. Bach is the author of seven consecutive national bestsellers, including three consecutive # 1 *New York Times* bestsellers, *The Automatic Millionaire*, *Start Late, Finish Rich* and *The Automatic Millionaire Homeowner*. Bach's books have been translated into 15 languages and have more than 5 million copies in print.

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Said David Bach, “I am honored to join forces with Waterkeeper Alliance and Gaiam in seeking to raise public awareness of the importance of fighting against environmental destruction and climate change, to raise the money needed to accomplish that goal, and to remind people that through our individual actions, however small, we each have the power to make a difference to the long-term health and survival of our planet.”

Said Steve Fleischli, Waterkeeper Alliance President, “Waterkeeper thanks David not only for his generosity and our partnership, but for the contribution his book makes to positive change. This is just what the world needs. Not a bunch of touchy feely, mumbo jumbo, but real world solutions that show why going green is just plain smart. Fantastic.”

“Gaiam is committed to both environmental and social responsibility. Through our partnership with The Conservation Fund and its “Go Zero<sup>SM</sup>” program, Gaiam and its customers have planted 81,000 trees that will trap more than 58,000 tons of carbon dioxide over the life of the forest,” explains Jason Marshall, Gaiam V.P. Vice President, Direct & Internet. “We are proud to be a partner in this innovative campaign, and we are committed to planting up to 1,000 trees as part of this effort, and thousands more with our customers in 2008.”

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### **ABOUT DAVID BACH**

David Bach has helped millions of people around the world take action to live and finish rich. The founder and Chairman of FinishRich Media, a company dedicated to revolutionizing the way people learn about money, he is the author of seven consecutive national bestsellers, including the consecutive # 1 *New York Times* bestsellers, *The Automatic Millionaire* and *Start Late, Finish Rich*, as well as the national and international bestsellers *The Automatic Millionaire Homeowner*, *Smart Women Finish Rich* and *Smart Couples Finish Rich*. In all, his FinishRich books have been published in more than fifteen languages, with more than five million copies in print worldwide. For more information, visit [www.finishrich.com](http://www.finishrich.com).

A financial columnist for *Yahoo!* and contributor to *Redbook* magazine, Bach regularly presents seminars and delivers keynote addresses to the world’s leading financial services firms, Fortune 500 companies, universities, and national conferences. He is the creator of the FinishRich Seminar series, which highlights his quick and easy-to-follow financial strategies. To date, more than half a million people have learned how to take financial action to live a life in line with their values by attending his Smart Women Finish Rich®, smart Couples Finish Rich®, and Find the Money Seminars, which have been taught by thousands of financial advisors in more than two thousand cities and towns throughout North America. As part of his mission, David Bach is involved with many worthwhile causes including serving on the board of Habit for Humanity New York and co-founding Makers of Memories, a charity organization dedicated to helping women and children who are victims of domestic violence. He lives in New York.

### **ABOUT WATERKEEPER ALLIANCE**

EVERYONE HAS THE RIGHT TO CLEAN WATER. Waterkeeper Alliance is the fastest growing and most effective advocate for clean water because we act locally and organize globally. On more than 170 waterways around the world Waterkeepers are on patrol – standing up to polluters and enforcing your right to clean water. Waterkeeper Alliance connects and supports these grassroots advocates and fights for clean water and strong communities.

### **ABOUT GAIAM**

Gaiam, Inc. is the leading independent distributor of special interest programming, with a with a 70,000 door retail distribution network. With more than 49 percent of the fitness

and wellness market, Gaiam is dedicated to providing solutions for the many facets of healthy, eco-conscious living. Since its founding in 1988, Gaiam has grown into a \$260 million integrated brand. The company's commitment to quality, coupled with an innovative approach to merchandising and distribution have allowed it to dominate the health and wellness category with fitness sensations' Rodney Yee, Patricia Moreno, Ana Caban and Tanja Djelevic. For more information about Gaiam, please visit [www.gaiam.com](http://www.gaiam.com), or call 1.800.869.3603.