

Modern Spirits Commits to Plant 25,000 Trees in Rain Forest

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Los Angeles, California - Southern California-based Modern Spirits today announced its national Drink It, Plant It campaign to plant 25,000 trees in the American rainforests this spring. In celebration of Earth Day and Arbor Day, Modern Spirits will go beyond its regular commitment to plant a tree for every bottle of TRU, the company's eco-organic vodka line.

This April and May, the company will plant a tree for every TRU Organic Vodka cocktail served - eight trees per bottle - with participating restaurants and bars in California, New York, New Jersey, Florida and Arizona.

"With Drink It, Plant It, we not only want to help renew nature, but serve as an example for 25,000 consumers to take their own steps to help protect the environment," says company co-founder and TRU maker Melkon Khosrovian.

Modern Spirits will fulfill its tree planting commitment through a partnership with Sustainable Harvest International, which helps Central American families plant trees that will truly make a difference on their farms, providing shade for crops, like coffee and cacao, creating barriers for soil erosion or protecting a local streambed. Previously, many of these farmers practiced slash-and-burn farming that significantly depleted the rain forests.