

Virescent Introduces Eco-Friendly Fundraising to 83,000 Schools — Medford, MA

August, 2009 – Virescent, Inc. kicked off its first marketing campaign by advertising in the PTO Today Magazine that is distributed to over 83,000 K-8 schools nationwide. PTO Today is dedicated to helping parent teacher groups (like PTO's and PTA's) help their schools with information on fundraising and building and motivating volunteers.



The collage features several images of Virescent fundraising bags in various colors and designs, including a white bag with a large orange and yellow sunburst pattern, a blue and green floral pattern, and a pink and orange floral pattern. A young girl is shown smiling next to a shopping cart filled with these bags. The Virescent logo is prominently displayed in the center.

virescent[™]
(adj.) becoming green

The smart, simple fundraiser that lets you **earn green** and **be green**.

To learn more visit www.virescentshopper.com

ECO-FRIENDLY & STYLISH * EASY TO SELL * CUSTOMIZABLE * SIMPLE FOR VOLUNTEERS * BIG REWARDS (25%)

“We are excited to introduce our fundraising products to schools as an alternative to selling traditional products such as candy bars, wrapping paper and magazines. We offer an eco-friendly fundraising solution that kids, teachers and parents can be proud to support while contributing to a better environment,” comment Virescent’s co-founders, Anne Damphousse and Noelle McCarthy.

For more information visit www.virescentshopper.com or contact Noelle McCarthy at media@virescentshopper.com.