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For Immediate Release

Square One® Organic Vodka Joins The Trust for Public Land (TPL) To Raise Funds for TPL's Parks for People Initiative

San Francisco, CA –June, 2007– Square One® Organic Vodka is proud to announce that it has partnered with The Trust for Public Land (www.tpl.org) for a series of fundraising events in June and July to be held at Kimpton Hotels across the country. The campaign hopes to raise \$50,000 to support The Trust for Public Land's Parks for People initiative to ensure that everyone - in particular, every child - enjoys access to a park or playground. TPL is striving to improve the startling statistic that as many as two in three residents in America's cities do not have access to a nearby park, playground, or open space.

The fundraising efforts will vary by city and venue and will range from charity picnics and silent auctions to drink specials at happy hours in hotel bars and restaurants and a Green Cocktail party in San Francisco. Square One (www.squareonevodka.com), which has become a favorite of the green drinks crowd, will be the featured organic vodka at all Parks for People events, while Bonterra Vineyards will be the organic wine sponsor.

"TPL's Parks for People initiative is a perfect fit for Square One, as we celebrate the important sense of community and shared connection to green space that a park or town square creates," shared Allison Evanow, founder and CEO of Square One. "We're honored to take part in such an exciting and innovative fundraising initiative."

The campaign features fundraising events at:

- Hotel Marlowe in Cambridge, MA (July 21)
- Hotel Allegro in Chicago, IL (July 31)
- Cypress Hotel in Cupertino, CA (July 19)
- Hotel Monaco in Denver, CO (TBD)
- The Muse in New York, NY (July 9)
- Hotel Vintage Plaza and Hotel Monaco in Portland, OR (TBD)
- Hotel Monaco in Salt Lake City, UT (July 31)
- Hotel Solamar in San Diego (July 26)
- The Sir Francis Drake in San Francisco, CA (July 24)
- FireSky Resort and Spa in Scottsdale, AZ (June 22-23)
- Alexis Hotel and Hotel Monaco in Seattle, WA (Fridays, June 1-July 27)
- Hotel Vintage Park in Seattle, WA (All of June and July)
- Kimpton Hotels (Hotel Monaco, Hotel George, Hotel Helix, Hotel Madera, Hotel Palomar, Topaz, Hotel Rouge) in Washington, DC (July 10)

- Pacific Palisades in Vancouver, BC (July 4)

To contribute to the Parks for People initiative, go to kimptonhotels.com and donate to The Trust for Public Land or attend one of the many fundraising events. To learn more details and dates, please visit www.kimptonhotels.com/pdfs/HotelTPLEventsList.pdf or www.tpl.org.

About The Trust for Public Land

The Trust for Public Land (TPL) is a national, nonprofit, land conservation organization that conserves land for people to enjoy as parks, gardens, historic sites, rural lands, and other natural places, ensuring livable communities for generations to come. Since 1972, TPL has worked with willing landowners, community groups, and national, state, and local agencies to complete 3,000 land conservation projects in 46 states, protecting more than 2 million acres. TPL has helped states and communities craft and pass 330 ballot measures, generating over \$25 billion in new conservation-related funding. TPL's Parks for People initiative works in cities and suburbs across America to ensure that everyone—in particular, every child—enjoys close-to-home access to a park, playground, or natural area.

About Square One Organic Vodka

Square One® Organic Vodka was borne of the philosophy that going green shouldn't mean going without. Fittingly, the vodka starts at square one with the purest of ingredients: 100% organic North Dakota-grown rye and pristine water from the Teton Mountains. Next, Square One applies a proprietary certified organic fermentation process that meets with the stringent requirements of Oregon Tilth [www.filth.org] and the vodka is packaged with an eye toward both eco-and fashion-consciousness. The result is the first certified organic vodka to be made from 100% certified organic American rye – proving that a premium spirit can indeed embrace the ethos of “eco chic.” Yet Square One's unique approach to business and the environment continues beyond the glass: company travel receives carbon offsets from the Carbon Fund and Terra Pass, and Square One is committed to seeking out ever more sustainable sources for packaging and shipping as and when they become available. Moreover, Square One Organic Spirits LLC is a progressive female-owned and operated company that encourages a life-work balance. Established in 2006, Square One Organic Spirits is a start up company and when profitable it will donate a portion of proceeds to non-political environmental causes. As a company, Square One is constantly forging ties with other innovative companies and individuals who have that certain cocktail of panache and earth friendliness. Together with a variety of media and trade partners, Square One is organizing the inaugural “Square Off” cocktail competition this summer, with cocktail enthusiasts vying against professional bartenders.

For press information, visit http://www.charlescomm.com/clients/square_one.html or call Kimberly Charles at 415-701-9463 or Susan Holden Walsh at 303-449-2526.

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