



FOR IMMEDIATE RELEASE

PlanetShifter.com Launches PlanetShifter.com Networks (PSN) on EarthDay 2010

Burlingame, CA—April 19th, 2010

Born out of love and necessity, the wildly successful sustainability and innovation blog Planetshifter.com is announcing the formal launch of Planetshifter.com Networks (PSN) in celebration of Earth Day. “We formed Planetshifter.com one year ago on Earth Day with the goal of creating a resource, a collective of sorts where businesses and individuals could go to learn about sustainability,” says Willi Paul, Green Business Certified Consultant and Founder of Planetshifter.com. “At its highest level, Planetshifter.com’s immense database of interviews, articles and reviews about innovation and sustainability can support everyone’s vision for a green evolution. Planetshifter.com appeals to experienced greenies and novices alike because we’re open source, collaborative and ready to teach people 24/7. We believe that the little steps we all take each day encourage people and business to get together and take on the larger challenges.”

Willi Paul began building PSN as a way to connect businesses with activists. “Green start-up companies and non-profits know they need to market themselves in the sustainability space, but they aren’t sure where to start. Through PSN we’re now able to effectively communicate our clients’ green achievements to others with similar questions and plans. At Planetshifter.com, we’re really proud of this development and plan on making a live announcement via Ethical Impact radio’s live Earth Day broadcast.”

Planetshifter.com was launched on Earth Day 2009 and since inception has garnered international attention and amassed nearly 1600 posts. Nearly 200 green innovators have chosen to be featured on Planetshifter.com, including actor/activist Ed Begley Jr. and author Dennis William Hauck from the Alchemy Guild. Planetshifter.com Networks aim to provide more integrated support for its business clients by one-on-one consulting and social media tools such as LinkedIn and community forums.

Live EarthDay Interview Radio broadcast: www.blogtalkradio.com/enlightened-business

PSN: <http://www.planetshifter.com/PS/networks.htm>

Questions?

Contact:

Sally Dehm

512.799.4468

sally@penmanpr.com

PENMAN
public relations