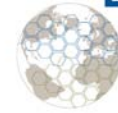




RAPID REFILL

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EMPTIES
for **EARTH**

Partners for Sustainable Pollination

For Immediate Release

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Partners for Sustainable Pollination's Bee Friendly Farming™ Initiative Supported by Rapid Refill National Campaign

(Santa Rosa, CA)—[Partners for Sustainable Pollination](#) (PFSP) applauded [Rapid Refill](#) as a valued ally and partner as the company launched a special campaign involving its customers in supporting PFSP's efforts to help honey bees.

“We are thrilled that Rapid Refill has chosen PFSP as a partner to increase public awareness about the challenges facing beekeepers and our precious honey bees. Rapid Refill has a demonstrated commitment to sustainability and helping direct energy to a healthier earth,” said Kathy Kellison, Executive Director of PFSP, a volunteer-based nonprofit headquartered Santa Rosa, California that is dedicated to improving the health of honey bees through a collaborative approach involving beekeepers, growers, scientists and land management agencies, with a concurrent objective of contributing to restoring native pollinator populations.. “Rapid Refill's customer support through ‘Empties for Earth’ will help us grow our [Bee Friendly Farming™](#) (BFF) initiative. BFF recognizes farmers and other land managers, from back yards to public lands, who provide safe, natural forage for our bees. Consumers can reward Bee Friendly Farmers by purchasing their products.”

Jason Block, COO of Rapid Refill said, “We believe that there are so many small yet significant steps caring customers can make every day to conserve and preserve our precious resources. Returning printer components to keep them out of landfills, planting native species to keep bees strong and then reaping the rewards of our work together in an abundant harvest all keep us connected to the natural world. You might overlook bees. Heck, you probably overlook printer cartridges. But when you step back, you can see that they are connected when you think about respecting the resources we use every day.”

The Rapid Refill chain of stores is already known as a sustainable retailer who remanufactures ink and toner cartridges to keep durable products out of America's landfills. A locally owned franchise is located in Santa Rosa. From April 3rd through May 14th, cartridges that are placed in their in-store "bee" boxes will also trigger a cash donation to PFSP to support their [Bee Friendly Farming™ initiative](#). With a tip of the hat to Earth Day, this first promotion of its kind will connect Rapid Refill customers to the growing movement to create a more diverse and strong environment in support of America's honey bees in peril.

Customers are encouraged to bring their ink and toner cartridges to a Rapid Refill store between April 3rd and May 14th and place them in the designated "bee" boxes. All cartridges will be either remanufactured or recycled, and a donation will be made to the Bee Friendly Farming™ initiative. Rapid Refill expects to become one of the Partners for Sustainable Pollinators largest contributors this year through this program. [Click Here](#) to find a Rapid Refill store near you.

Colony Collapse Disorder (CCD) helped call public attention to the many challenges threatening beekeepers and their honey bees. The scientific consensus is that one proven way to help honey bees is by increasing access to natural forage. Dr. Marla Spivak, Professor of Entomology and MacArthur "genius" Award recipient recently said, "One major factor in the decline of all bees is lack of plant food – nectar and pollen that bees require for their nutritional health. It is absolutely critical to plan and conserve agricultural and urban landscapes to support our wildlife, including our forgotten pollinators." The goal of the Bee Friendly Farming™ initiative is to educate and recognize those who are creating the habitat and forage so essential for healthy bees, and providing access to beekeepers and their bees.

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