

FOR IMMEDIATE RELEASE**CONTACT: Mariah Kulp, Burt's Bees, 919-433-4512
Mike Vietti, KaBOOM!, 202-464-6186****BURT'S BEES ANNOUNCES PARTNERSHIP WITH NATIONAL NON-PROFIT
KaBOOM! TO BUILD CHILD-DESIGNED PLAYGROUND IN DURHAM**

DURHAM –Burt's Bees, working with Habitat for Humanity of Durham, has announced a partnership with national non-profit KaBOOM! to build a new Durham playground designed by children in just one day on June 6, 2008.

Last year, Habitat for Humanity of Durham began construction in Durham's Hope Crossing, the first *green* affordable housing community in North Carolina. Burt's Bees, with a longstanding commitment to Habitat for Humanity, built the first house in this section and is dedicated to ensuring the entire development is as sustainable as possible. The homes are certified green through the Home Builders Association of Durham, Orange and Chatham counties. Beyond construction, the green aspects of the community include a perimeter walking trail and a community garden. The building of this KaBOOM! playground, which will be in Hope Crossing, offers a wonderful addition to a growing green community.

The playground will be designed based on drawings submitted by local children at a Design Day event held March 31. A locally formed playground planning committee is working with Habitat for Humanity of Durham, KaBOOM! and Burt's Bees to prepare for the build which will happen on *one* day on June 6th, 2008.

To complete the build in less than eight hours, Burt's Bees will close its entire office and warehouse for the event, allowing 350 eager volunteers time for the build. Local volunteers from the Durham community will join these organizations to improve the activities available in the community. Beyond Hope Crossing, the completed playground will also benefit residents of nearby communities.

John Replogle, President & CEO of Burt's Bees says, 'Our commitment to what we call *The Greater Good*, starts at home. The work of both Habitat for Humanity of Durham and our employees in the building of our first home at Hope Crossing was a tremendous testament to the impact corporations and individuals can have in giving back. Building a playground - creating a positive environment for children to play - completes this experience. The fact that our passionate employees can help in the build is icing on the cake!'

Mitzi Viola of Habitat for Humanity says, 'We feel fortunate that our organization, working with companies like Burt's Bees, have been able to build homes for families while building our community at the same time. KaBOOM! is a wonderful partner to whose dedicated mission to children that helps bring back playtime, offering children a natural setting.'



it starts with a
playground.

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Burt's Bees

Since 1991, Burt's Bees has been offering distinctive all-natural personal care products. Today, Burt's Bees is the leading manufacturer in Natural Personal Care with over 150 Earth-friendly, natural personal care products, including face care, body care, hair care, lip care, personal wash, men's grooming, baby care, outdoor remedies, kits and gifts. Burt's Bees has a rich tradition in corporate social responsibility and stands for The Greater Good with all their products having the highest levels of natural ingredients, nature-safe processes, and environmentally sensitive packaging. Burt's Bees has nearly 400 employees with products available through approximately 30,000 retail stores in the United States, as well as Canada, UK, Taiwan and with its website (www.burtsbees.com).

KaBOOM!

KaBOOM! is a national non-profit organization that envisions a great place to play within walking distance of every child in America. Since 1995, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,400 new playgrounds, skateparks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including an online community, regional and national trainings, grants, publications and the KaBOOM! National Campaign for Play, which includes Playful City USA and the Playmaker Network – a national network of individual advocates for play. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago, Atlanta and San Mateo, Calif. For more information, visit www.kaboom.org.

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