Planet Aid Launches New Website

Elkridge, MD [October, 2012] – Planet Aid is pleased to announce the launch of its redesigned website www.planetaid.org. The newly designed site provides users with better access to information about Planet Aid’s mission and operations, dividing these into two sections: For the Environment, and For People. The redesigned site details Planet Aid’s recycling operations and its commitment to protecting the Earth, as well as its efforts to reduce poverty and empower individuals and communities worldwide. The site also offers users a new and easy way to get a tax receipt for their donation online. It has also retained some of the popular functions from the previous site, such as the “Bin Finder,” which allows users to find the location of the Planet Aid bin in their neighborhood.

“The redesigned site is a full-service site,” said John Nagiecki, Planet Aid’s Director of Communications. “We have also launched a new campaign with the site to help the public understand Planet Aid’s mission. The campaign employs the acronym DROP, which sums up the four pillars of our mission: Donate, Recycle, Our Earth and People. Check out the ‘DROP box’ on the site for a brief, concise explanation of what we are about.”

The redesigned website is part of Planet Aid’s ongoing efforts to enhance the quality and availability of information to the public. The site provides detailed information on all aspects of Planet Aid and brings the projects supported into sharp focus with colorful imagery. There is also a Google map feature that highlights the countries in which the organization works. Other new functions include access via mobile devices and improved social media.

Headquartered in Elkridge, Maryland, Planet Aid is a nonprofit organization whose mission is to inform, mobilize and inspire individuals and communities to work together to bring about worldwide environmental and social progress. Incorporated in 1997 under the laws of Massachusetts and recognized as a tax-exempt charity under IRS code 501(c)(3), Planet Aid is registered with the U.S. Agency for International Development as a private voluntary organization (PVO), and is a member of the Zimbabwe-based Humana People to People Federation, Interaction, and Aid for Africa. It has also earned the Guidestar Exchange Seal for its commitment to transparency. For more information on Planet Aid, visit www.planetaid.org.

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