



FOR IMMEDIATE RELEASE

Interra Partners with Boston Main Streets to Launch a Revolutionary Community-Based Loyalty Program

Subsequent Programs in the Puget Sound and Bay Area to Follow

SEATTLE, Washington April 21, 2007 - Interra, a forward-thinking Seattle-based nonprofit, has embodied the present day adage "Doing Well by Doing Good" with the introduction of its new Community Change Card Program in the Boston area. Boston Community Change (www.bostoncommunitychange.org), Interra's pilot program, launched last November in partnership with Boston Mayor Thomas Menino. Over the past five months, hundreds of participating businesses and citizen cardholders have signed on to positively contribute to the overall quality of life in the Boston area.

Interra founders Dee Hock, founder of Visa International, Greg Steltenpohl, founder of Odwalla and Adina Juices, and Executive Director Jon Ramer have identified over one hundred cities as probable markets over the next 3-5 years. The Puget Sound Community Change Program will launch this October in the Seattle area in conjunction with important "Green October 2007" events around the city. Following the Seattle launch, a Bay Area card will come online as well as a Salmon Nation card, which will incorporate the entire bioregion. Throughout the next few years, Interra will create a nation-wide economic network that links everyday transactions to charitable giving and a powerful social statement while growing a more values-based economy.

Interra (www.interraproject.org) facilitates a new economic infrastructure that provides tools to empower a community based movement of citizen consumers working toward aligning daily economic activities and our deepest human values. So far, the program has proved to be a rewarding scenario for all parties involved. "The intersection of interest for the parties involved - the merchants, the nonprofits and the consumers - has great potential. We're very excited. Merchants participating in this program are universally glad to be giving back to the communities in which they do business" reports Boston Manager Brian Goodman.

The goal of the program is to help shift dollars to the common good by generating cash rewards for consumers and the local community. Every time a program member uses the Interra card at a participating merchant, a percentage of the transaction is returned as a cash reward to the consumer and an equal percentage is donated to a community-based non-profit of the cardholder's choice. Interra not only generates money for local businesses and nonprofits, but also creates a way for citizen consumers to make conscientious decisions about their spending that will affect how money circulates within their community.

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