



# MrAirsoft to Donate 30 Percent of Profits to The Nature Conservancy

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*MrAirsoft.com has announced they will be donating a minimum of 30 percent of profits to The Nature Conservancy, a well respected and award winning environmental charity, during the month of October.*

PR9.NET September 26, 2007 - Baltimore, Maryland, USA - In an effort to help protect the environment, MrAirsoft.com has announced they will be donating to The Nature Conservancy, a nationally-recognized environmental organization. For the month of October, the online retailer will be donating at least 30 percent of its profit to the charity. MrAirsoft.com will also feature large discounts on Biodegradable BBs and will be giving away two products from TheRainForestSite. MrAirsoft is running the promotion to demonstrate that the concept of Corporate Social Responsibility can be applied even to online businesses.

MrAirsoft.com has chosen The Nature Conservancy as the recipient of the donation due to their history of effectively conserving important lands. The purpose of giving away the products from TheRainForestSite is to involve customers more actively the activity. As the final piece of the promotion, Biodegradable BBs will be slashed to near base cost, in order to heavily encourage people to try a more environmentally-friendly product.

"We want to show that even online, it is easy for entrepreneurs to help make a difference," says Marketing Director Justin Kander. "If every business ran at least one charitable promotion, the world would be a much better place." Kander is quick to note that this promotion is only the first of many upcoming socially-conscious activities.

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## **About MrAirsoft**

Good site.