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## **PLS Celebrates Arbor Day By Planting a Tree for Every Employee**

CHICAGO, IL, MARCH 30, 2009: PLS is always looking for ways to make its corporate offices and its hundreds of stores a bit greener. The annual springtime Arbor Day observation provided the opportunity for a big statement. To celebrate the April 24 holiday, PLS is making a contribution to American Forests to provide for the planting of a tree for each of its more than 3,000 employees.

American Forests ([americanforests.org](http://americanforests.org)), founded in 1875, is the nation's oldest nonprofit citizen's conservation organization. American Forests works to protect, restore and enhance the natural capital of trees and forests.

"American Forests is an ideal partner for us," noted Bob Wolfberg, Co-President, PLS ([plsfinancial.com](http://plsfinancial.com)). "Like any government regulated financial services company, we use a lot of paper. Working with American Forests ensures that we're putting more trees back into the ground and helping keep our country green."

"Planting a tree for each of our employees is a terrific way to help everyone in the company take ownership of our expanding green efforts," agreed Dan Wolfberg, Co-President, PLS. "Our goal is to encourage participation in—and the development of—other environmentally responsible initiatives throughout our organization. It's good for business and it's good for the world in which we all live."

American Forests is a world leader in planting trees for environmental restoration, a pioneer in the science and practice of urban forestry, and a primary communicator of the benefits of trees and forests. The organization has earned four stars from Charity Navigator and approval from the Better Business Bureau Wise Giving Alliance.

"We welcome the contribution from PLS," said Deborah Gangloff, Executive Director of American Forests. "And we encourage other corporations to offset their paper use or honor their employees with a similar statement."

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**About PLS:** Chicago-based PLS Financial Services, Inc., manages more than 300 financial service centers in Alabama, Arizona, California, Illinois, Indiana, Mississippi, New York, Texas and Wisconsin, with more than 3,000 employees. It is one of the largest, fastest growing and most distinguished organizations in the check cashing industry, and is a Western Union money transfer network. PLS was recently named as one of Chicago's Largest Privately Held Companies, and also a member of 'Fast50' (Fastest Growing Companies) by *Crain's Chicago Business*®. The PLS brands include: PLS Loan Store, which provides consumer micro-loans; *PLS Check Cashers*, which offers check cashing, money transfer services, money orders and bill payments; PLS Vehicle Registration; and *PLS Tax Service*.

More information about PLS is available from Barb Wolf at PLS Financial Services, 300 North Elizabeth Street, Chicago, IL 60607; telephone 312-491-7888.

**About American Forests:** American Forests works with communities to restore and maintain forest ecosystems. Their work encompasses planting trees, calculating the value of urban forests, fostering environmental education and improving public policy for trees. American Forests has planted more than 25 million trees in ecosystem restoration projects since 1989. Their goal is to plant 100 million trees by 2020.

For more information visit [americanforests.com](http://americanforests.com) or contact Dan Smith at [DSmith@amfor.org](mailto:DSmith@amfor.org), 202-737-1944, x203.