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BlueTree Marketing Facilitates EcoGala Online Auction

AVENTURA, FL, February 19, 2009 - In the unique times we face today, many nonprofit organizations face a dilemma on two fronts. A turbulent economy has forced nonprofits to search exhaustively for necessary funding for the sustainability of their organization. Secondly, an enhanced social consciousness has paved the way for green fundraisers and contemporary methods of fundraising that are not taxing to the Earth.

South Florida based BlueTree Marketing is doing both. BlueTree is assisting nonprofit and cause-based organizations throughout the country by hosting environmentally friendly online auctions.

Special events and live galas lack vitality in these times. As a result of an increase in direct and indirect costs, these events are becoming unfeasible for many organizations seeking support.

BlueTree Marketing is hosting the 2009 Santa Monica Bay Keeper Eco Gala this Spring. The Gala is an uncontaminated event. One auction will be held every quarter on the Web and will be accessible at www.bluetreemarketing.com/ecogala.smbaykeeper. The Eco Gala affords the Santa Monica Bay Keeper the ability to minimize the event's ecological footprint and promote a new and creative way to support their organization.

About BlueTree Marketing.

BlueTree Marketing is the cost effective leader in online auction fundraising, BlueTree Marketing has designed an online auction solution specifically designed to meet the fundraising needs of schools and nonprofit organizations. Our online auctions create opportunities to increase revenue and awareness by reaching out to new donors and opening up fundraisers to a wider audience.

For more information about BlueTree Marketing, including current and recently concluded auctions, visit www.bluetreemarketing.com.