



**Who:** people who understand the planet is worth saving and who act accordingly.

**What:** seven planet is the world's first chain of green general stores. Primarily, the stores sell high-quality goods produced by old-world craftsmen living within 70 miles of a store. The stores also offer hand-picked items produced outside the 70-mile range, but these goods are carefully selected to make sure they are consistent with seven planet's mandate (e.g., organic materials, fair-trade labor, carbon footprint offset, etc.).

**When:** Seven Planet's first General Store is slated to open in 2008.

**Where:** 205 Main Street  
Priest River, Idaho  
USA - Earth

**Why:** On July 7, 2007, two people were hiking near a beautiful Idaho lake. A bald eagle flew peacefully overhead. The conversation turned to the planet – and why it was worth saving.