



FOR IMMEDIATE RELEASE

Soul Community Planet Launches Well-being Partnership with WE

Broadens SCP's Wellness Programming While Bringing WE Well-being to Local Communities

SAN JUAN CAPISTRANO, Calif. (June 1, 2020) – [Soul Community Planet](#) (SCP) today announced a new partnership with the [WE](#) organization. SCP was founded on three core values: Soul (wellness), Community (kindness) and Planet (earth-friendliness). SCP's new partnership with WE underscores its Soul value. Through the partnership, SCP will expand its guest and member wellness offerings - which already include expansive fitness, healthy plant-based food options, and enhanced sleep environments - to also support positive mindset and stress reduction. Every time a guest stays at an [SCP Hotel](#) or signs-on for a monthly membership, SCP will donate to the [WE Well-being](#) program, which provides youth, educators and families free well-being tools and resources.

"SCP is fundamentally about doing good: good for one's self, good for others and good for the planet. We call this Holistic Hospitality. We have supported and admired WE for years and we are pleased to have this opportunity to broaden our relationship. This new program will help support our guests and members in their efforts to maintain healthy lifestyles, while at the same time, putting positive energy into the world around us," said Ken Cruse, Soul Community Planet Co-Founder and CEO.

As part of its commitment to the initiative, SCP will place the WE Well-being Playbook – a hands-on guide to nurture your own mental well-being and the well-being of others – in every guest room, as well as provide socially-conscious ME to WE products for purchase in its marketplaces, and offer ME to WE fair-trade-certified coffee exclusively in its SCP Commons co-working spaces. Once checked-in, guests can learn more about WE Well-being and SCP's partnership via in-room information and videos.

“We are honored to welcome Soul Community Planet to the WE family as our partner and delighted that guests will have the opportunity to help make a positive impact in the well-being of youth and families,” said Craig Kielburger, WE Co-Founder. “With new realities brought about by the COVID-19 pandemic, we know that youth are experiencing heightened levels of fear and anxiety. Nurturing the well-being of ourselves and our communities has never been more critical.”

Since prior to the opening of its first hotel in Colorado Springs in 2018, SCP and its founders have supported WE’s international development efforts in the community of Enosoiito, which is located in rural Kenya. Additionally, SCP guests have had an opportunity to purchase beaded ME to WE Bracelets handmade by a woman in Kenya, empowering her to earn a sustainable income to support her family, build savings and plan for the future.

Today’s announcement follows the company’s “One Tree: One Forest” initiative in partnership with One Tree Planted, which underscores SCP’s Planet value. Through the “One Tree: One Forest” program, SCP helps to reforest unnaturally deforested areas around the world by donating the estimated cost to plant a tree in the One Tree Planted organization every time a guest stays overnight in one of its SCP Hotels.

About Soul Community Planet

San Juan Capistrano, Calif.-based Soul Community Planet was born out of a vision to provide holistic hospitality experiences for individuals desiring to make positive choices for themselves, society, and the planet. SCP Colorado Springs was the first concept to launch in 2018. SCP Redmond opened in 2019 and SCP Depoe Bay in 2020. Soul Community Planet donates five percent of its profits to charitable causes that share its core values. For more information, go to www.SoulCommunityPlanet.com.

About WE

WE is made up of a family of organizations that make doing good, doable, including WE Charity, empowering domestic and international change and ME to WE, a social enterprise that creates socially conscious products and experiences to help support the charity.

WE engages 4.2 million young people each year across North America and beyond through its free, yearlong service-learning program WE Schools. Designed to enhance a school or community’s existing social initiatives or spark new ones, WE Schools provides teachers with educational resources and action campaigns to encourage students to further their curricular learning and develop social and emotional skills to succeed beyond the classroom. WE Schools operates in over 18,000 schools and is proven to increase academic engagement, civic engagement and college and workplace readiness.

Moreover, programs such as WE Well-being empower youth, educators and families with tools and resources to promote their own mental well-being and the well-being of their community.

WE enables youth and families to better the world—supporting 7,200+ local and global causes by volunteering millions of hours of service and raising millions of dollars that directly benefit their local communities and the world.

Join the movement today at [WE.org](https://www.well-being.org).

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