

Why is Forestle being redirected to Ecosia from January 1 2011?

Starting January 1 2011, the green search engine at www.Forestle.org will be discontinued. Search queries directed to this address in the new year will be automatically forwarded to Forestle's successor at www.ecosia.org. Forestle was founder Christian Kroll's first green search engine and saw two-and-a-half very exciting and successful years:

Launched in August 2008, the fledgling project Forestle grew rapidly with Google as its search index and ad partner. Google backed out as donation sums went up, however, and Christian was forced to seek a replacement service. Yahoo Germany signed on immediately, and Forestle resumed operations in November 2008, after which the green search continued to grow within Germany, Austria and Switzerland. But it soon became clear that with more than 100,000 users and more on the way, Forestle was showing international potential.

In December 2009, Christian founded the globally-accessible green search engine Ecosia. The new project, powered jointly by Bing and Yahoo, boasted an [official partnership with the World Wide Fund for Nature \(WWF\)](#), whose work in the Amazon Ecosia has since supported. The search engine is professionally developed and maintained by a small team in Berlin. In its [first year](#), the project was able to donate more than 123,000 EUR for the protection of the rainforest.

Thanks to your commitment, Forestle donated 95,000 EUR to its [Adopt an Acre](#) rainforest protection program run by *The Nature Conservancy (TNC)* in Costa Rica. The sum accounted for a sustainably protected area of more than 10 square kilometers!

In order to optimally grow the charitable power of our green search alternative, we've decided to discontinue Forestle – despite its remarkable success story – in favor of the newly-relaunched Ecosia, which will process all queries to Forestle starting on January 1 2011. With Ecosia, you can also help protect the rainforest with every search.

We thank you whole-heartedly for your trust and support – and hope to be able to welcome you to [Ecosia](#) in 2011 and beyond!

Best holiday wishes to everyone,
Your Forestle and Ecosia Team

