

ROOTS
DOWN



WELCOME TO SOMETHING

BOLD

WHO WE ARE

Founded in 2018, we're leading a movement of Urban Regeneration—powered by storytelling. We believe that narrative has the power to shift culture, influence policy, and inspire real change.

Through compelling messaging, bold campaigns, and community-driven stories, we're reframing how people see cities, nature, and climate action.

Our mission is to spark a new wave of hope, build networks for change, and get people closer to nature—one story at a time.

The tools, leadership, and solutions already exist. We're just here to amplify them.

JAMIE POENTHAL



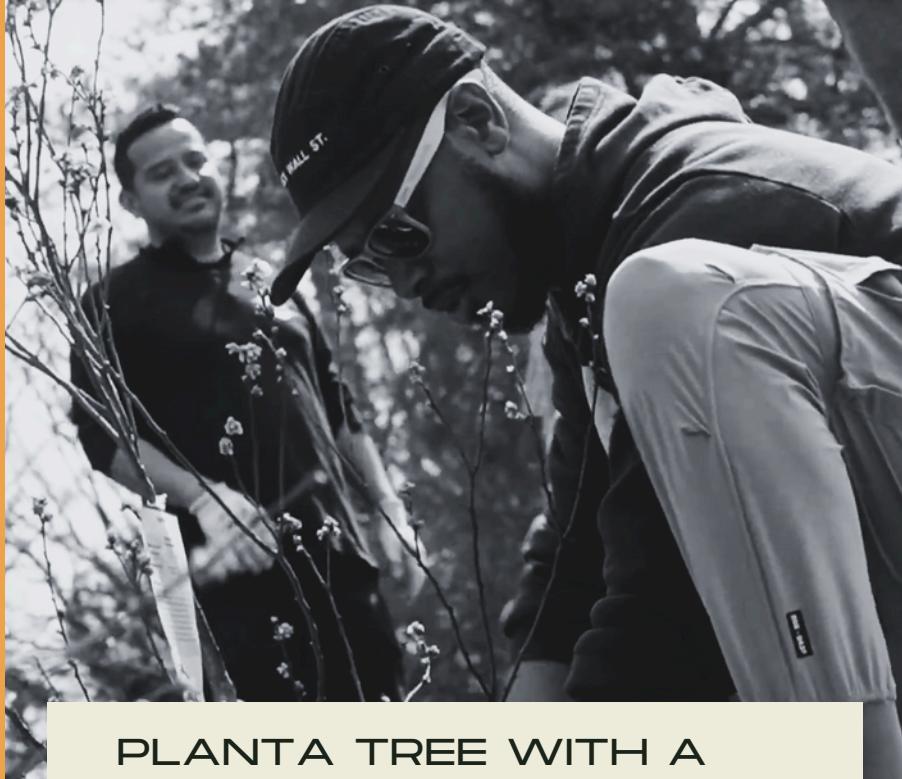
'I'm Jamie, here to help guide us toward an urban regenerative revolution. Climate change is serious—but tackling it doesn't have to mean doom and gloom. We need to get real, lean into innovation, and lead with hope. The only way through this mess is together—through strong partnerships, bold ideas, and unapologetically positive vibes.

Let's build something better.

THE GREEN MOVEMENT



PLANTING A TREE WITH
DR. JANE GOODALL



PLANT A TREE WITH A
CELEBRITY | ARJAY
SMITH

IN THE NEWS



Food Deserts: Jamie Rosenthal Of Roots Down On How They Are Helping To Address The Problem of People Having Limited Access to Healthy & Affordable Food Options

MEDIUM – AUTHORITY MAGAZINE



Meet Jamie Rosenthal | Founder and CEO of Roots Down

SHOUTOUT ATLANTA—
LOCAL STORIES



REGENERATIVE AF PODCAST

OUR THEMES:

urban climate solutions
regenerative practices
community engagement

AS SEEN ON...



400+
LISTENERS
WITHIN
LAUNCHING

FEATURED GUEST

ARJAY SMITH
CHAD LIVESY
ALEXANDRA KIRK



LET'S GET

REGENERATIVE

TOGETHER

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