

From: Nancy Trent/Pam Wadler
Trent & Company, Inc.
594 Broadway, Suite 901
(212) 966-0024
pam@trentandcompany.com

For: Earth Friendly Products

FOR IMMEDIATE RELEASE

GO GREEN EARLY AND GO GREEN FOR LIFE

– Earth Friendly Products joins Beeplanet Festival to teach children about eco-friendly lifestyles –

GARDEN GROVE, Calif. – October 1, 2010 – Earth Friendly Products (www.ecos.com), a leader in manufacturing award-winning eco-friendly cleaning products, is proud to join Beeplanet Family Festivals for the second time this year. This year's ToddlerWorld Festival, held on Sunday, October 3, 2010 from 10:00 a.m. to 2:00 p.m., acts as an education program to teach kids how to live a green and healthy life. Earth Friendly Products, along with Healthy Child Healthy World, is part of the main event. Throughout the festival, Bill Benjamin of Healthy Child Healthy World and representatives from Earth Friendly Products will teach kids and their parents about being environmental in a fun and engaging way using Healthy Child Healthy World's "Five Easy Steps to a Healthy Home."

Children and their parents will learn ways to make changes in their everyday lives to make a positive impact on the environment, including organic eating and healthy cleaning practices. Parents will be provided with tips on easy steps to a healthier home and ways to lead a sustainable lifestyle while their children will play eco-minded games and craft projects.

"The best way to learn a green lifestyle is to learn it from childhood," said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. "The green movement can continue to grow if we can get young children excited about saving the planet. The sooner they learn about environmentalism, the more apt they will be to recycle, eat organically and avoid dangerous chemicals throughout their lives."

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EFP Beeplanet Festival 2-2-2

Earth Friendly Products is committed to keeping children safe from toxic chemicals found in everyday household cleaners. The company manufactures all-natural, green cleaning products that do not contain noxious ingredients. Earth Friendly Products is continuing to raise awareness of the dangers that lurk in cleaning products through the company's ongoing Safeguard Your Home campaign and as a partner with Healthy Child Healthy World.

Beeplanet's Toddler World event is located at Temescal Gateway State Park at 15601 Sunset Blvd, Pacific Palisade, Calif. For more information about Earth Friendly Products please visit www.ecos.com. For more information about Beeplanet's Toddler World event visit www.beeplanet.com/a/TODDLERWORLD_EVENTS.html.

About Earth Friendly Products

Earth Friendly Products is the leader in the development and production of environmentally friendly cleaning supplies for household and commercial use with over 150 products manufactured, distributed, and sold in the USA, Canada, Europe, South America, and Asia. All Earth Friendly Products are created with only replenishable and sustainable plant-based ingredients that are safe for people, pets, and the planet. The company proudly adheres to its strict "Freedom Code", a list of harmful and toxic ingredients that are not found in any of its products. Earth Friendly Products has proudly received the 2009 Green Patriot™ Green 100™ Designation and the Champion level recognition from the US EPA through the Design for the Environment (DfE) Program's Safer Detergents Stewardship Initiative.

Healthy Child Healthy World is a national, nonprofit 501© 3 organization inspiring parents to protect children from harmful chemicals. The organization exists because tens of millions of American children now face chronic diseases and illnesses including cancer, autism, asthma, birth defects, ADD/ADHD, allergies, learning and developmental disabilities, as well as a host of lesser but disruptive ailments. Credible scientific evidence increasingly points to contaminants in our environments and toxic chemicals in everyday products as causing and contributing to many of these diseases. Healthy Child Healthy World empowers parents and others concerned with children's health, advocates for protective corporate policies and government legislation, and expands public awareness to create healthy environments where children and families can flourish. Please visit <http://www.healthychild.org> for more information.

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EDITOR'S NOTE: For more information about Earth Friendly Products, or to speak with Vice President Kelly Vlahakis-Hanks, please contact Nancy Trent or Pamela Wadler at (212) 966-0024.