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**For: Earth Friendly Products**

**FOR IMMEDIATE RELEASE**

**EARTH FRIENDLY PRODUCTS TOASTS TO FINDING A CURE FOR  
CYSTIC FIBROSIS**

– Earth Friendly Products is a “Premiere CRU” sponsor of the 22<sup>nd</sup> Annual WineMasters fundraiser for the Cystic Fibrosis Foundation –

**GARDEN GROVE, Calif.** – Earth Friendly Products, manufacturer of award-winning eco-friendly cleaning products, announces the first of many sponsorship events with the Cystic Fibrosis Foundation (CFF), an organization that seeks to ensure the development of the means to cure and control cystic fibrosis, and to improve the quality of life for those with the disease, with the “Premiere CRU” sponsorship of the annual WineMasters fundraiser. The event, which will be held on May 14, 2011 at the “Midwest Street” backlot at Warner Bros. Studio in Burbank, California, is a wine tasting extraordinaire and spectacular benefiting the Cystic Fibrosis Foundation.

Earth Friendly Products manufactures chemical-free cleaning products which do not adversely impact the respiratory system the way that harsh chemicals can. Because Cystic Fibrosis (CF) is a genetic disease affecting approximately 30,000 children which affects their lungs and may cause early death, company executives, including Vice President, Kelly Vlahakis-Hanks, feel passionately about sponsoring CFF and helping the charity find a cure for CF.

“Finding a cure for a disease that affects thousands of children and young adults is paramount in our decision to partner with CFF,” said Vlahakis-Hanks. “Our cleaning products, which are made from 100% natural, plant-derived formulas, are safe for use in every home and are especially beneficial for use in households where family members are prone to respiratory infections. Our sponsorship for CFF events was a natural step and we are delighted to move forward with this partnership.”

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## WINEMASTERS 2 – 2 – 2

The 22<sup>nd</sup> Annual WineMasters event is a wine tasting extraordinaire and spectacular hors d'oeuvres dinner, which will feature more than 70 of California's finest wineries and 45 international guest chefs. Tickets for the 2011 event are available for \$375 and available at [www.californiawinemasters.com](http://www.californiawinemasters.com).

Earth Friendly Products is committed to keeping families and pets safe from toxic chemicals found in everyday household cleaners and is constantly striving to raise awareness for a green lifestyle. The company, which manufactures over 150 all-natural, green cleaning products, seeks to educate consumers on the dangers of toxic cleaning products through the ongoing Safeguard Your Home! campaign, which the company started in 2010.

For more information about Earth Friendly Products, please visit [www.ecos.com](http://www.ecos.com). For more information about Cystic Fibrosis Foundation, please visit [www.cff.org](http://www.cff.org).

### **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 its products. Earth Friendly Products has proudly received the 2010 GEELA Award for Sustainable Business Practices, 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.

### **About the Cystic Fibrosis Foundation**

The Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. The Foundation funds more CF research than any other organization, and nearly every CF drug available today was made possible because of Foundation support. Based in Bethesda, Md., the Foundation also supports and accredits a national care center network that has been recognized by the National Institutes of Health as a model of care for a chronic disease. The CF Foundation is a donor-supported nonprofit organization. For more information, go to [www.cff.org](http://www.cff.org).

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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.