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**For: Earth Friendly Products**

**FOR IMMEDIATE RELEASE**

**EARTH FRIENDLY PRODUCTS AIDS LOCAL BREAST CANCER  
SUPPORT PROGRAMS**

- Leader in all-natural cleaning products contributes \$3,000 each to five local organizations across the country -

**GARDEN GROVE, Calif.** – Local breast cancer organizations provide direct support to research programs, hospitals and victims of the hurtful disease and their families. To call attention to the work conducted by vital local campaigns, Earth Friendly Products, America’s leading household cleaning products’ company, is contributing thousands of dollars to five breast cancer programs located near each of the company’s manufacturing plants across the nation.

In announcing the \$3,000 contributions to the five charities, Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products, praised the efforts to help those afflicted by the disease. “I can’t say enough about the important work performed by breast cancer charities. Their efforts deserve the greatest recognition. The direct support they provide in their communities is critical to all those who are fighting this disease.”

Vlahakis-Hanks said the five charities that would receive corporate gifts from Earth Friendly Products in 2011 are:

- Women’s Cancer Research Foundation, which held its annual fund-raising gala in Newport Beach, California on Sept 10.
- Susan G. Komen 3-Day, Seattle, Wash., Sept 16 – 18, 2011 Irma Goodenough will be walking on behalf of the EFP Team.
- Lynn Sage Cancer Research Foundation of Chicago, Illinois, which is hosting a benefit luncheon on Sept. 19.
- Florida Breast Cancer Foundation will hold its charitable luncheon on Sept. 25, 2011.

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**EFP AIDS LOCAL CHARITIES 2-2-2**

- Silent Spring Institute and Mass. Breast Cancer Coalition events will be held on Oct. 22 and 23, 2011.

Vlahakis-Hanks, who lost her mother to breast cancer, is urging greater awareness of the need to support local breast cancer organizations and to let women know about the dangers of chemical laden household cleaning products.

“When it comes to cleaning products, safe options that are free of toxic, harsh chemicals are available,” said Vlahakis-Hanks. “It is our responsibility to make smart, safe choices that will help us protect our families and ourselves from deadly and debilitating diseases, such as breast cancer. Earth Friendly Products is committed to manufacturing non-toxic products for the safety of people and our environment. As we support these five exceptional organizations, we encourage people throughout the US to do the same and invite them to try our award-winning products for a cleaner and safer future.”

Earth Friendly Products manufactures all-natural, green cleaning products that do not contain noxious ingredients. The company is continuing to raise awareness of the dangers that lurk in cleaning products through the company’s ongoing “Safeguard Your Home!” campaign. The campaign is a nationwide program that encourages consumers to rid their homes of toxic household cleaners, in an effort to keep the home environment safe and healthy.

For more information about Earth Friendly Products, visit [www.ecos.com](http://www.ecos.com).

### **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, 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. The company’s solar division, Progressive Power Group is just another example of how Earth Friendly Products is a sustainable business leader.

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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.